



Trustees' Annual Report and Financial Statements

Year ended 31 March 2023

Charity Number: 1060005 (England and Wales) and SC050547 (Scotland)
Charitable Company Registered in England No: 03297914

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Charity information for the year ended 31 March 2023

Registered Charity Name: GamCare

Trustees: Dee Anand (from Sep 23)
Jasbir Bindarh (from Mar 23)
Jill Britton
Jeff Clarkson
Margot Daly (Chair)
Emily Finch (to Nov 22)
Anita Gundecha (from Aug 22)
John Hagan
Dominic Harrison
Gareth Jarvis
Matthew Moth (to Aug 23)
Lester Posner (from Mar 23)

Audit & Risk Committee members: Jasbir Bindarh (from May 23), Jill Britton, Jeff Clarkson (from Jun 22), John Hagan (to Jun 22), Dominic Harrison (Chair)

Clinical and Quality Governance Committee members: Dee Anand (from Sep 23), Emily Finch (to Nov 22), Anita Gundecha (from Aug 22), Gareth Jarvis (Chair), Matthew Moth (to Feb 23)

People, Culture and Communications Committee members: John Hagan, Gareth Jarvis (to Feb 23), Matthew Moth (Chair, to Aug 23), Lester Posner (from May 23)

Remuneration Committee members:

Jill Britton (from Sep 22), Jeff Clarkson (Chair), John Hagan (from Sep 22), Dominic Harrison, Matthew Moth (from Sep 22 to Aug 23)

Leadership Team:	Chris Franklin	Director of Finance & Resources
	Rachel Hassan	Director of Quality & Innovation
	Anna Hemmings	Chief Executive Officer (to Jun 23)
	Mike Kenward	Director of Development
	Fiona Macleod	Director of Clinical & Community Services
	Debby Morrell	Director of People & Organisational Development
	D'Arcy Myers	Interim CEO (From Aug 23)
	Jenny Olsen	Director of Policy & Communications (to Aug 23)

Secretary: Chris Franklin

Registered Office: 91-94 Saffron Hill, London, EC1N 8QP

Registered Charitable Company Number: 03297914

Registered Charity Number: 1060005 (England and Wales), SC050547 (Scotland)

Auditors: Buzzacott LLP, 130 Wood Street, London, EC2V 6DL

Bankers: NatWest Bank, 1st Floor, 440 Strand, London, WC2R 0QS
CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West
Malling, Kent, ME19 4LQ

The trustees, who are the directors for the purposes of company law, present their Statutory Report, including the Strategic Report, together with the financial statements of GamCare for the year ended 31 March 2023.

We are committed to ensuring transparency to the public and wider stakeholders in relation to how GamCare's funds are received and utilised, our strategic objectives, and our annual progress against these. This report is produced in accordance to relevant laws and best practice, specifically:

- Part 15 of the Companies Act 2006
- Part 8 of the Charities Act 2011
- The Charities Statement of Recommended Practice (SORP) (FRS 102)
- Relevant accounting policies
- GamCare's Memorandum and Articles of Association

SECTION 1

CHARITY

OVERVIEW



Statement from GamCare's Chair

In the summer of 2022, GamCare marked its 25th anniversary, a milestone that was recognised by staff, parliamentarians, partners, collaborators, and funders. The charity came together with supporters to mark the collective impact we have made to reduce gambling-related harms, in a sector that relies on collaboration and close working relationships.

A keystone event took place in the House of Commons, where GamCare welcomed our founder, Paul Bellringer OBE, our partners, and our main funder, GambleAware. Addressing the room, I was struck by how far GamCare has come in 25 years, since Paul started the National Gambling Helpline, a free service that now runs 24 hours a day. In that time, GamCare has increased its impact, evolved to be a crucial part of the growing gambling harms support sector, and grown its staff cohort to do so.

Reaching the 25-year milestone was much more than looking back. It has been, in many ways, the beginning of a new era for GamCare.

PUTTING GAMBLING HARMS SUPPORT AND TREATMENT ON THE MAP

Through our work over the past few years, GamCare has emerged as a reliable partner and delivery organisation. Our aim was to put support and treatment for gambling harms on the map, unlike ever before. As this report explains, in 2022/23 GamCare made leaps forward to deliver on this aim, guided by our four strategic ambitions:

1. Gambling harms are widely recognised and prevented
2. Universal access to free, effective tools and support
3. Universal access to free, caring, evidence-led, and integrated treatment
4. GamCare's work is trusted, valued and effective

We continued to focus on developing innovative, high-quality services, driving engagement and inclusion across our network of partners and through our dedicated staff.

DIGITAL SERVICE DELIVERY

GamCare understands that not everyone wants to pick up the phone when seeking support and advice, therefore our investment in developing new digital services has been key to improving access to support and treatment. In 2022/23, GamCare added new ways to contact the free 24-hour National Gambling Helpline, while the new MyGamCare platform launched, providing a variety of self-help resources.

Together these new service offerings make it easier for those experiencing gambling harms to take the first step towards support and treatment. Digital service delivery is an important area of focus for GamCare that we only see growing.

“ REACHING THE 25-YEAR MILESTONE WAS MUCH MORE THAN LOOKING BACK. IT HAS BEEN, IN MANY WAYS, THE BEGINNING OF A NEW ERA FOR GAMCARE. ”

SUSTAINABLE GAMBLING HARM TREATMENT AND SUPPORT

Sustainability planning has been another theme of GamCare's work, to lay solid funding foundations for the future.

In 2022/23, GamCare successfully re-bid for key funding contracts with GambleAware. The charity is delighted that the free 24-hour National Gambling Helpline will continue under our experienced stewardship, along with the provision of treatment services for gambling harms in five regions across the UK.

GamCare enters 2023/24 with the future of these services – and the teams that deliver them – secured. With more solid funding streams now in place, the charity can focus on maintaining exceptional delivery, while investing in innovative service delivery methods.

DRIVING COLLABORATION

At GamCare, we put collaboration, partnership, and innovation at the heart of everything we do.

We are pleased to have been appointed by GambleAware to the role of System Coordinator for the National Gambling Support Network (NGSN). In this new strategic role, GamCare stands shoulder-to-shoulder with GambleAware to ensure that free, confidential support is available to anyone experiencing problems from gambling.

As System Coordinator, GamCare will ensure the NGSN is more collaborative, better resourced, and more accessible in the future. We will help to coordinate the smooth running of the Network and offer support to each member providing services, including:

- Clinical support
- Governance and data-insight support
- Marketing and communications support

By working together closely, the Network can offer service users the best possible experience, wherever they are. The aim is to bring consistency across the NGSN and to ensure a seamless experience for those accessing treatment and support, while retaining the best of what makes each service provision partner unique.

AWARENESS OF GAMCARE AND THE AVAILABILITY OF FREE SUPPORT

Thanks to GamCare's efforts and those of others in the gambling support sector, the discussion around gambling harms has never been more prominent. The topic of regulation in the gambling industry has gained momentum in the media, with support growing for controls on advertising and sponsorship by gambling operators.

Alongside this shift in the sector, GamCare's Policy & Communications directorate has grown awareness of the GamCare name, achieving greater recognition. The public is now much more aware of the charity and the free support services we offer, and the charity's leadership team is regularly sought after for comment in the media and trusted by policy makers.

As a Board, we are heartened to see that gambling harms are now being taken more seriously by many key decision makers and influencers in government – particularly where they affect children, young people, and other vulnerable groups.

CHAMPIONING GAMBLING REFORM

Throughout the Government's Gambling Act Review, GamCare has shared our deep sector expertise and championed an evidence-based approach to regulation. In particular, we highlighted the importance of funding for Research, Education and Training (RET), so we welcomed the clarity provided by the Gambling White Paper, when it was published in April 2023.

We now look forward to supporting the Gambling Commission and the Department for Culture, Media, and Sport throughout the ensuing consultation phase. And we will continue to support and train the gambling industry itself to build safer gambling environments, as the regulatory landscape and technology evolve.

CHANGE IN LEADERSHIP

As GamCare began its new financial year, we announced another change with the departure of Anna Hemmings as the charity's CEO.

Over the last years, Anna diversified and strengthened GamCare's education and support offering and greatly enhanced the role of lived experience within the organisation. Having driven innovation, and navigated the charity through a global pandemic, Anna left GamCare profoundly improved and stronger. The Board of Trustees and the staff wish again to thank Anna for everything she did to put GamCare on the map, better enabling us to support those who experience gambling harms.

The Board of Trustees look forward to confirming GamCare's next CEO to build on Anna's legacy. They will inherit a strong and passionate organisation with a team that is as skilled as it is dedicated.

LOOKING TO THE FUTURE

Building on recent achievements, the charity is in exceptional shape to deliver on its mission of supporting more people harmed by gambling and minimising gambling-related harm. We have a clear plan to further deliver on GamCare's four strategic ambitions in 2023/24.

GamCare continues to grow our engaged, inclusive workforce and will invest further in digital service provision. We will continue to focus on the security of ever-more sustainable funding and building GamCare's profile across the range of audiences who need our services and those who support the charity's valuable work. We are taking important steps to ensure that GamCare's free services reach people who are currently under-represented within the treatment and support sector.

As well as maintaining the charity's focus on service delivery excellence and reducing barriers to accessing support, the charity is looking to the horizon. As we appoint a new CEO to lead this vital work, they will come on board at the right moment to build on GamCare's strengths and success to date, joining a strong and experienced Board and Executive Team, ready to steward GamCare to the next stage in our development and service provision.

I'd like to extend my personal thanks to my fellow Trustees for their careful stewardship of the organisation and to the staff for their passionate and dedicated work. Between us, we know we've delivered **over 80,000 calls, chats, and treatment sessions** this year, and made a difference to the lives of many more through training and other activities.



A handwritten signature in black ink that reads "Margot Daly".

Margot Daly,
Chair of Trustees

“ THE CHARITY IS IN EXCEPTIONAL SHAPE TO DELIVER ON ITS MISSION OF SUPPORTING MORE PEOPLE HARMED BY GAMBLING AND MINIMISING GAMBLING-RELATED HARM. WE ARE TAKING IMPORTANT STEPS TO ENSURE THAT GAMCARE'S FREE SERVICES REACH PEOPLE WHO ARE CURRENTLY UNDER-REPRESENTED WITHIN THE TREATMENT AND SUPPORT SECTOR. ”

About GamCare and Our Partners

GAMCARE

GamCare is a registered charity, founded in 1997. We are the leading provider of information, advice, and support for anyone affected by gambling harms. We operate the National Gambling Helpline, provide treatment and support for anyone who is harmed by gambling, create awareness about safer gambling and treatment, and encourage an effective approach to safer gambling within the gambling industry.

OUR MISSION

Our mission is to support those harmed by gambling through advice and treatment, and to minimise gambling-related harm through education and engagement.

WE ARE GUIDED BY OUR VALUES



COLLABORATIVE

Achieving more together



AMBITIOUS

Embracing future growth



LEARNING

Harnessing knowledge



LEADING

Shaping the agenda

Our Partners

TREATMENT

In 2022-23 GamCare provided support and treatment services directly and through a national network of treatment partners, who received GamCare grants. Collectively, we offered specialist support across England, Scotland, Wales, and Northern Ireland, with GamCare operating as lead provider.

We thank these partners for their delivery and collaboration: **Aquarius, ARA, Beacon, Breakeven, Betknowmore, Derman, Krysalis, NECA, and RCA.**

We will continue to work with this network, now called the **National Gambling Support Network (NGSN)**, as we take up our role as System Coordinator.

EDUCATION

Thanks also to **Ygam**, our partner in the Young People's Gambling Harm Prevention Programme.

Several of our treatment partners also deliver education and training services. Thank you to **Aquarius, ARA, Beacon, Breakeven, NECA, and Ygam** for their contributions.

FRIENDS OF GAMCARE

'Friends of GamCare' provide post-treatment support from those with lived experience of gambling harms. Thank you to **Betknowmore, Epic Restart Foundation, and Reframe Coaching.**

Sector Developments

GamCare undertakes its work in the context of several sectors, including gambling, mental and public health, charities, and criminal justice. We are actively engaged to drive our voice, **guided by our service users**, into public debates on issues that are important to us and them. We engage with sectoral experts and use academic research and other external sources – alongside our own extensive data and insights – to review and improve GamCare’s impact in response to gambling harms.

Key developments in 2022/23 included:

- The Gambling Act 2005 Review continued throughout the year with a White Paper containing government proposals emerging in April 2023.
- At the Department for Digital, Media, Culture and Sport, Paul Scully took over as Gambling Minister and Gambling Act 2005 Review Lead in October 2022, followed by Stuart Andrew in February 2023.
- A Government reshuffle replaced the Department for Digital, Culture, Media & Sport with two departments. The new Department for Culture, Media and Sport retains responsibility for the Gambling Act Review, while the Department for Science, Innovation and Technology now has responsibility for the Online Safety Bill.
- The Gambling Commission released guidance for Gambling Businesses to improve their customer interactions, including a recommendation to transfer customers to help when strong indicators of harm are present.
- As part of the 10-year forward plan, the NHS is growing the number of clinics that support people harmed by gambling. Two new gambling addiction clinics became operational in 2022/23, with a target of 15 by 2023/24.
- In research and evaluation, the Howard League Commission on Crime and Gambling Related Harms concluded. Its final report in April 2023 includes recommendations across the criminal justice sector.

SECTION 2

ACTIVITY

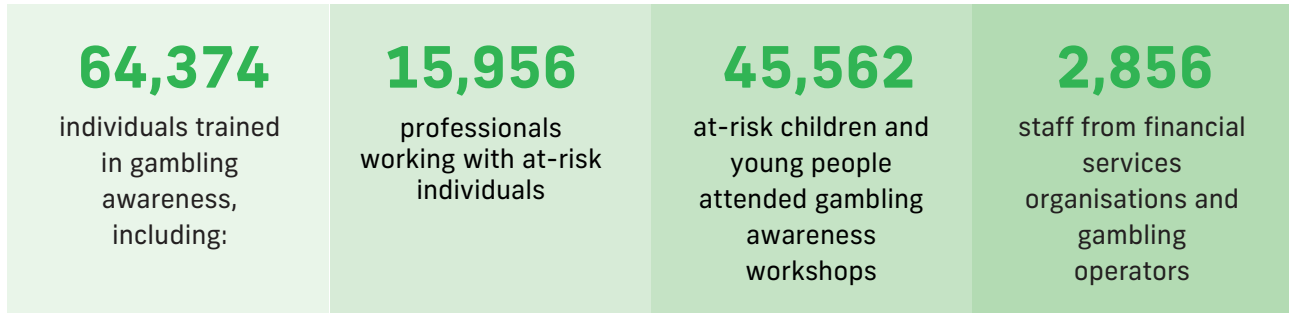
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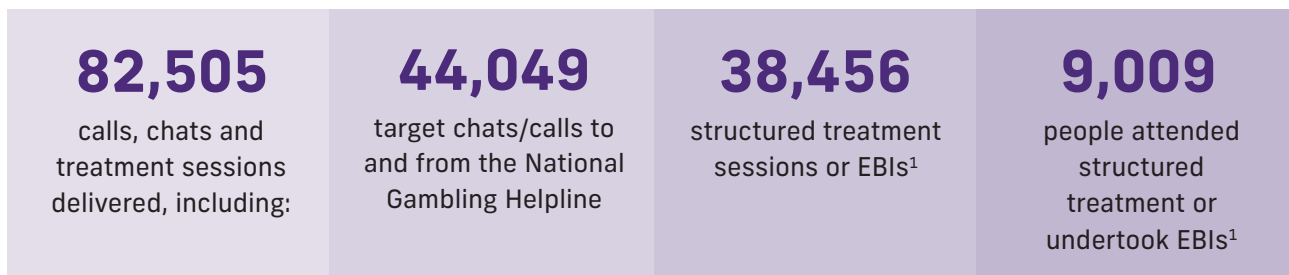
Our Year in Numbers

1st APRIL 2022 TO 31st MARCH 2023

PREVENTION



SUPPORT AND TREATMENT



OUTCOMES



99%

of those service users who completed the satisfaction survey would recommend the treatment to someone else



71%

of service users successfully completed their treatment



92%

of service users who undertook extended brief interventions¹ completed these successfully

The majority of service users completing treatment showed improvements against GamCare's key success measures. Using CORE-10², the majority moved from **'moderate' to 'healthy'** gambling behaviour, and using the PGSI³ (Problem Gambling Severity Index) they moved from **'problem gambling' levels to 'moderate' levels**.

¹ 'Extended brief interventions', or EBIs, are motivational sessions with follow ups (usually up to six sessions), provided via the National Gambling Helpline and our treatment services. Focused advice may include taking responsibility to make a change, offering strategies related to behavioural change and/or goal setting.

² CORE-10, Clinical Outcomes in Routine Evaluation: a brief 10 set measurement/scoring tool for common presentations of psychological distress and wellbeing; a validated tool used in gambling treatment.

³ PGSI, Problem Gambling Severity Index: a standardised measure of risk behaviour in gambling, used in gambling disorder treatment.

WHAT THE 2022/23 DATA¹ Tells Us

Most people attending **treatment** were **gamblers (86%)**, the remainder being **affected others**.

Ethnicity

Most gamblers and affected others reported as White (88% of those in treatment). The second highest ethnic group was Asian and Asian British (6% of those in treatment).

ONLINE GAMBLING CONTINUES TO GROW COMPARED WITH OFFLINE GAMBLING ACTIVITIES.

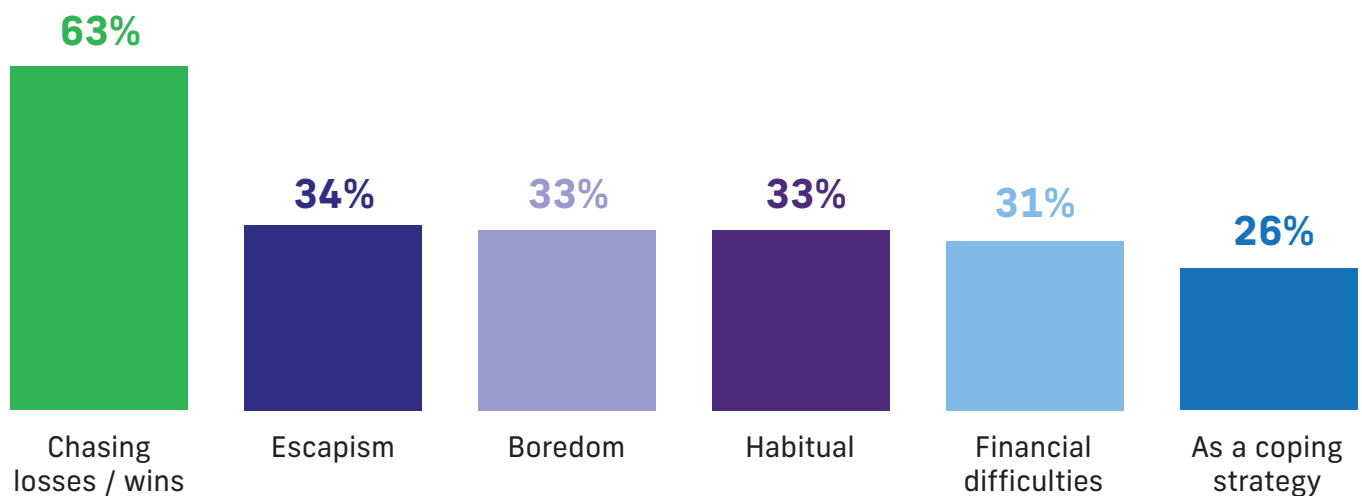
71% OF TREATMENT USERS WHO DISCLOSED GAMBLING ACTIVITY SPOKE ABOUT ONLINE GAMBLING (EITHER AS THEIR ONLY FORM OF GAMBLING OR IN COMBINATION WITH LAND-BASED FORMS). THIS HAS RISEN 14% FROM 2021/22.

IN THE UK, 65% OF OVERALL GAMBLING MARKET REVENUES COME FROM ONLINE GAMBLING*.

*Source: European Gaming & Betting Association (EGBA), 2022

PRIMARY REASONS FOR GAMBLING

As reported by helpline and treatment users



IMPACTS OF GAMBLING



¹ We produce comprehensive annual statistics relating to treatment data and to Helpline service users who agree to be enrolled in our case management system, providing a clear picture about the people using our services.

AMBITION 1
GAMBLING
HARMS ARE
WIDELY
RECOGNISED
AND
PREVENTED



To deliver on this ambition we:

RAISE

awareness to make it easier for people to identify gambling harms and seek support

TRAIN

more people to increase knowledge and take-up of specialist support and treatment

IDENTIFY

needs to understand who is harmed by gambling and how to reach them

PROTECT

consumers by using industry training and accreditation to improve safety

Our work towards this ambition included:

Engagement and Risk Reduction Programmes

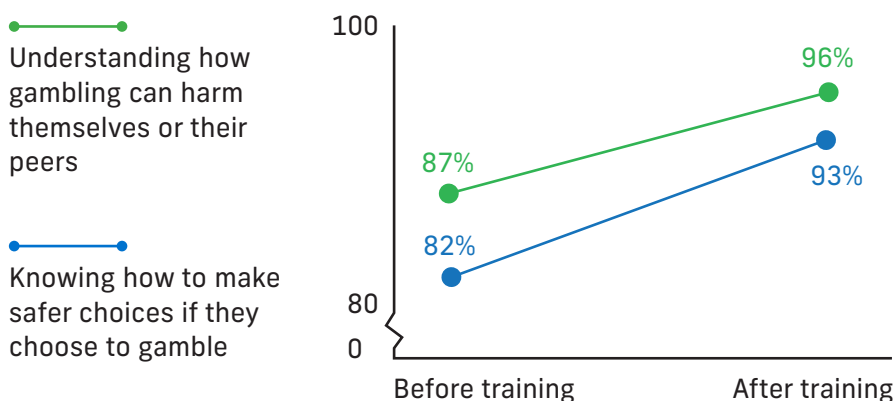
We deliver awareness and prevention work through several targeted programmes. We provide training, community engagement and thought leadership activities, to improve identification of need and access to support for people who require help.

IN 2022/23 GAMCARE'S TRAINING WAS DELIVERED TO **15,000+ ADULTS**, AND OUR AWARENESS WORKSHOPS WERE DELIVERED TO **45,562 YOUNG PEOPLE**.

YOUNG PEOPLE'S PROGRAMMES

- **45,562 young people** attended education workshops in England, Wales, and Northern Ireland (2021/22: 28,527).
- **Reached 488 parents and carers** of young people.

Survey results showed strong improvements in young people's understanding of gambling harms following the workshop.



“ I FELT REALLY ENGAGED AND LOVED LISTENING TO THE PRESENTER. THEY WERE SO FRIENDLY AND HAPPY TO ANSWER ANY QUESTIONS OR QUERIES THAT WE HAD. I THOUGHT IT WAS A REALLY GOOD SESSION AND HELPFUL TO LEARN ABOUT. ”

12-year-old, East of England

NYA (National Youth Agency) Accreditation



The Youth Programme, Participation, and Young People's Service were all reviewed externally by the National Youth Agency. We were awarded their 'Advanced' level accreditation and they praised the dedication of staff, our commitment to clear processes, and the engagement of young people in our work.

The NYA provided several recommendations, which we look forward to implementing to improve our support for young people even further. The accreditation will be re-assessed in three years.

Freshers' Campaign

GamCare's Youth Programme had a presence at Freshers' events around England, Wales, and Northern Ireland. We also piloted a survey to explore students' gambling behaviour. To find out more read our [Freshers' report 2022](#).

50 FRESHERS' EVENTS

20,000 STUDENTS REACHED

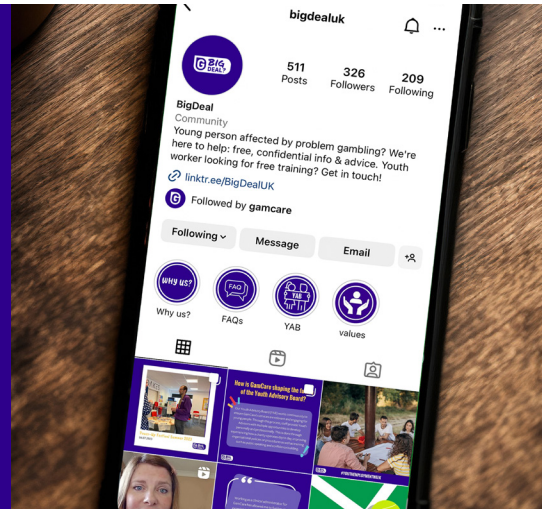
610 SURVEYS COMPLETED

126 BRIEF INTERVENTIONS DELIVERED

44 REFERRALS TO THE YOUNG PEOPLE'S SUPPORT SERVICE

36,000 VISITS TO BIGDEAL.ORG.UK

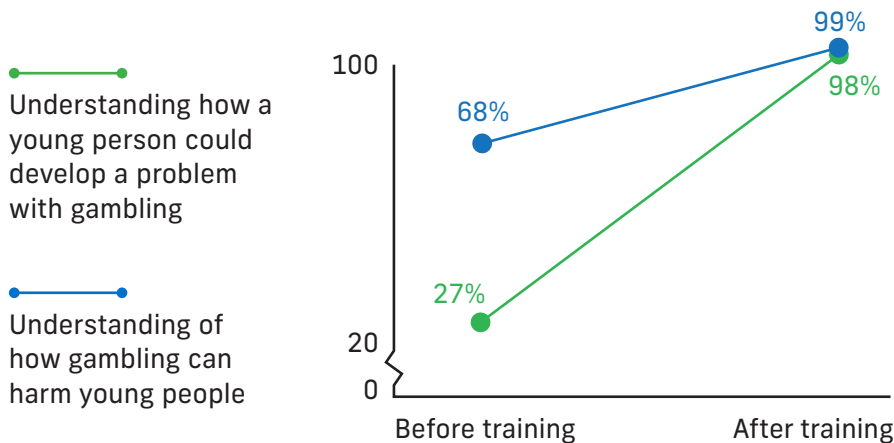
TO FIND OUT MORE READ OUR FRESHERS' REPORT 2022



Training for professionals

In 2022/23 we trained **8,526 professionals** (vs 2021/22 a **12% increase**) who work with young people, including those with mental health issues, special educational needs or disabilities, and in diverse communities. Our training is **CPD-accredited**, and now includes a selection of bespoke options.

Our surveys showed that knowledge had increased significantly among this audience.



“ GREAT SESSION ON TUESDAY. I AM ADDING GAMBLING TO OUR ASSESSMENT AND COLLATING DATA AND STATS ON THE NUMBER OF OUR YOUNG PEOPLE IN TREATMENT WHO ARE GAMBLING. ”

Team Leader for a young person's support service

The English Gambling Education Hub

The English Gambling Education Hub (EGEH) is GamCare's newest programme for young people and professionals. GamCare leads this ambitious project, in collaboration with six partner organisations: Aquarius, ARA, Beacon Counselling Service, Breakeven, NECA, and Ygam.

The network aims to grow and evolve the conversation around gambling harms and young people.

89 professionals signed up to the Hub in 2022/23 including representatives from healthcare, charities, Citizens Advice, local authorities, the Department for Work and Pensions, and industry.

WOMEN'S GAMBLING HARM AWARENESS PROGRAMME

GamCare's Women's Gambling Harm Awareness Programme delivered its **fourth successful year**. We continued to expand our impact, by training professionals to recognise the signs of gambling harm in women.



472

training sessions delivered in
England, Scotland and Wales



6,139

professionals trained



1,138

organisations represented

Highlights include:

- Following the **Domestic Homicide Review (DHR)** panel, we formed a cross-team group to embed understanding of how gambling harms and domestic abuse intersect.
- We created **Way Forward**, a women-only support space for those affected by another person's gambling, informed by lived experience.
- A partnership with **The Big Issue** to train frontline teams to recognise gambling harms in homeless people.
- Supported research at **King's College London** into approaches for health and social care professionals to identify gambling harms. GamCare sits on the steering committee and trains the participating local authorities. The study is funded by the **National Institute for Health and Care Research (NIHR)** and is due to complete in 2023.
- Provided input to research about British women and gambling conducted by **IFF Research** and **University of Bristol**. Commissioned by GambleAware, the research identified the drivers that lead women to experience gambling harms, and the barriers to getting support. The final report was published in May 2023, and its key learnings will inform GamCare's training and future communications.

Drivers of gambling among women

Win money for different reasons, recoup losses

Gendered advertising, incentives, accessibility of gambling

Financial / Industry



Factors predisposing women to harms

Poverty

Gendered advertising, incentives, accessibility of gambling

Relationships

Develop and maintain connections



Family norms, domestic abuse, spending more time at home, drinking.
For Affected Others: secrecy and severity of loved one's gambling

Psychological

Chasing positive emotions, escaping negative emotions



Awareness of gambling risks, trauma and stress, health and addictions

CRIMINAL JUSTICE AND GAMBLING HARM PROGRAMME

The GamCare Criminal Justice and Gambling Harm Programme raises awareness of gambling harms within the criminal justice system and works with the sector to develop new ways to identify and support people.



86

training events on gambling harms and the criminal justice system



1,291

professionals trained



347

workshop participants - criminal justice professionals, academics, gambling support agencies, and people with lived experience

New pilots and research

We piloted a programme **in partnership with Police and probation services**. This illustrated the need for system change across the sector, to include screening for gambling-related harms.

With the support of **HM Prison and Probation Service (HMPPS)**, we commissioned research throughout prisons in England and Wales. This will provide vital evidence to inform the development and implementation of the HMPPS Gambling Operational Framework.

GAMBLING-RELATED FINANCIAL HARMS PROGRAMME

GamCare has become expert in the intersection between gambling and financial harms. The Gambling-Related Financial Harms (GRFH) programme has forged strong partnerships with stakeholders across financial services and debt advice organisations, as well as within the gambling industry and gambling support services.

We collaborate through regular insight workshops and networking events. **External speakers have included the Financial Ombudsman Service, Citizens Advice, and Lloyds Banking Group**. We welcomed over **300 attendees** from across **75 different organisations at six events in 2022/23**.

This activity has led to more organisations proactively addressing gambling harms. An update from **Danske Bank** about their pioneering tool for setting gambling limits has led to more innovation within the banking industry.

“ I’VE FOUND MY INVOLVEMENT IN THIS TOPIC HUGELY REWARDING, IN NO SMALL PART DUE TO THE THOUGHT-PROVOKING AGENDA AND THE OPPORTUNITIES TO GATHER PERSPECTIVES FROM THE GRFH COMMUNITY. I FEEL THAT WE’VE MADE SOME PROGRESS TOGETHER ON TESTING THE WATERS FOR NEW WAYS TO THINK ABOUT SUPPORTING THIS VULNERABLE CUSTOMER GROUP. ”

Darren Tong, Lloyds Banking Group

Debt advice referrals

As rising financial pressures are translating into increased risks for those struggling to control their gambling, we called for stronger partnerships to tackle gambling related debt. We are **building reciprocal referral pathways** with the debt advice sector, to address debt and gambling simultaneously.

Our **referral pilot with PayPlan** has expanded nationally. GamCare treatment practitioners can refer clients with debt issues to PayPlan for specialist advice.

PARTNERSHIPS

Our Partnerships team brings together stakeholders across the public, private and third sectors to connect GamCare with diverse and underserved communities. They work with the Programmes to gain a deep understanding of the audiences they wish to reach and create opportunities for collaboration. Since November 2022, the Youth Programme has **trained** more than **550 people** – professionals, young people, and parents/carers – through new partnerships.

“ THIS COLLABORATION HAS HELPED EDUCATE OUR COLLEAGUES TO IDENTIFY AND SUPPORT CUSTOMERS EXPERIENCING GAMBLING-RELATED HARMS. WE HAVE INTEGRATED CONTENT INTO OUR FINANCIAL EDUCATION PROGRAMME IN SCHOOLS. OUR COLLABORATIVE EFFORTS HAVE PROVIDED GAMBLING EDUCATION, SUPPORT, AND INNOVATION IN NORTHERN IRELAND. ”

Danske Bank



NETWORK RAIL

Our Partnerships team have established a strong relationship with Network Rail.

Successes to date include:

- **120,000 employees** received content to raise awareness of gambling harms and signposting to support and treatment in their Christmas payslips and employee newsletters.
- Presentations to employees by GamCare's programmes.

GamCare will also train each new cohort of **apprentices** at Network Rail. This is a key group for the Young People's Gambling Harm Prevention Programme, as many apprentices are earning and managing their own money for the first time. They may also miss out on our workshops in schools and colleges.

“ YOUR WORK IS MAKING A REAL DIFFERENCE TO LIVES ACROSS OUR BUSINESS. ”

John Sidebotham,
Programme Manager – Mental Health & Wellbeing, Network Rail



NEW DEVELOPMENTS IN 2022/23

SUPPORTING OTHER TERRITORIES

We have explored how GamCare can extend its support to other territories. We recognise that gambling markets are opening up more widely, yet many areas currently have limited or no services in place. We have showcased GamCare's 25 years of UK experience internationally, speaking at gambling conferences in Norway and the US.

We continued to work with the charity **Motiv8** in the Isle of Man, who act as a GamCare Trained Associate to deliver our support and treatment Model of Care.

GAMBLING AWARENESS AND PREVENTION PROGRAMME

The Gambling Awareness and Prevention (GAP) Programme engages with professionals to increase awareness of gambling harms. We deliver bespoke training and prevention activities based on insights from the lived experience community.

Our target sectors are:



DEBT ADVICE



HOUSING AND HOMELESSNESS



FAITH AND CULTURAL LEADERS



PHARMACIES



SOCIAL CARE



PRIMARY CARE



OCCUPATIONAL HEALTH

Over the next three years, GAP will enhance the capability of these workforces to identify gambling harms in the communities they serve. They will learn how to undertake early intervention and prevention and refer their clients for further support and treatment. Delivery will begin in 2023/24.

GAP is delivered with our partners **Aquarius**, **NECA** and **Breakeven**.

Safer Gambling

“ WE FOUND GAMCARE’S SAFER GAMBLING STANDARD SO BENEFICIAL, WE DECIDED TO RENEW. INTERNALLY, IT HELPED US FURTHER PROMOTE A POSITIVE CORPORATE CULTURE AND IMPROVED OUR EMPLOYEE ENGAGEMENT IN RESPONSIBLE GAMBLING. BY PRIORITISING EMPLOYEE TRAINING AND EDUCATION ON RESPONSIBLE GAMBLING, IT HELPED TO CREATE A MORE SUPPORTIVE AND ETHICAL WORKPLACE. ”

Head of Responsible Gambling at an operator

The Safer Gambling Team supports the industry to build **safer gambling environments** through training, certification and advisory services. We also provide a dedicated phone line for operators to refer customers at risk of harms to the National Gambling Helpline.

GamCare’s customers in the sector value our products because they are informed by lived experience and are responsive to an evolving regulatory landscape.

Highlights from 2022-23 include:

- **14 Safer Gambling Standard assessments** in 2022-23
- **11 operators received Safer Gambling Standard** certification
- 33 operators in total have now received Safer Gambling Standard certification
- **2,856 staff received safer gambling training** across 33 gambling and financial services businesses - **88% more than last year**
- **5 Safer Gambling Labs** with operators in 2022-23, covering such areas as crisis and suicide policy, self-harm threat procedures, vulnerability review, and communications strategy

UKAS accreditation

In an important step for consumer protection, GamCare has been working towards accreditation for the Safer Gambling Standard.

The Standard went through a **rigorous assessment process** by the United Kingdom Accreditation Service (UKAS) – the UK’s national body for assessing organisations that provide certification services. UKAS looked at how we assess gambling operators for the Safer Gambling Standard, based on observations of two live assessments and a review of extensive evidence. Through the process, GamCare has implemented a number of recommendations from UKAS to strengthen the Standard and ensure that customers are protected rigorously.

The assessment process completed in 2022/23 and the Safer Gambling Standard **received official UKAS accreditation** in August 2023.

Industry code

We launched our **Industry Code for the Display of Safer Gambling Information** for land-based gambling venues in November 2022. **All members** of Betting and Gaming Council (BGC), Bingo Association, and British Amusement Catering Trade Association (BACTA) are **now required to comply**.

Helpline transfers

National Gambling Helpline transfers allow operators and associated sectors to transfer at-risk customers directly into the Helpline for support.

- **691 Helpline Transfer calls** from people looking for support, leading to more than **980 calls** with advisers during their support journey
- **564 staff completed** Helpline Transfer **eLearning** in 2022

COMMUNICATIONS

The Policy and Communications directorate has increased GamCare's profile across our various audiences.

In 2022/23 we received over **2.6m visits to GamCare's website**, a 55% increase on 2021/22. Our **social audience grew by 26%**, including the launch of new platforms.

Our monthly newsletter, **GamShare**, now has **over 2,000 subscribers**. We have expanded our repertoire of content and improved the user experience on mobile devices.

We achieved **611 pieces of media coverage** in 2022/23, including **38 pieces of national and broadcast coverage**.

We continued to create numerous media appearances for GamCare spokespeople. These included segments on **BBC Newsnight, Sky News, and ITV's Lorraine** chat show, as well as national news in **the Guardian, BBC online, the Sun, the Evening Standard, Reuters, the Independent**, and more.



See Ambition 4 for more on Policy and Communications.

AMBITION 2
UNIVERSAL
ACCESS
TO FREE,
EFFECTIVE
TOOLS AND
SUPPORT



To deliver on this ambition we:

**MAKE SUPPORT MORE
ACCESSIBLE FOR ALL**

including people at risk of falling through the gaps

VALUE LIVED EXPERIENCE

centring service user and family perspectives in all our work

INNOVATE

to improve the tools and support available, and share new ways of working

AMPLIFY OUR IMPACT

by developing new ways of working in response to emerging needs

In 2022/23 our work towards this ambition included:

National Gambling Helpline

Our 24/7 Helpline team managed **record demand** throughout 2022/23. Their work was recognised when The National Gambling Helpline was named '**Helpline of the year**' at the Helpline Partnership Conference.

44,049 target calls & chats¹

8,765 Extended Brief Interventions²

6,669 facilitated referrals accepted by treatment providers

6,454 overnight contacts³

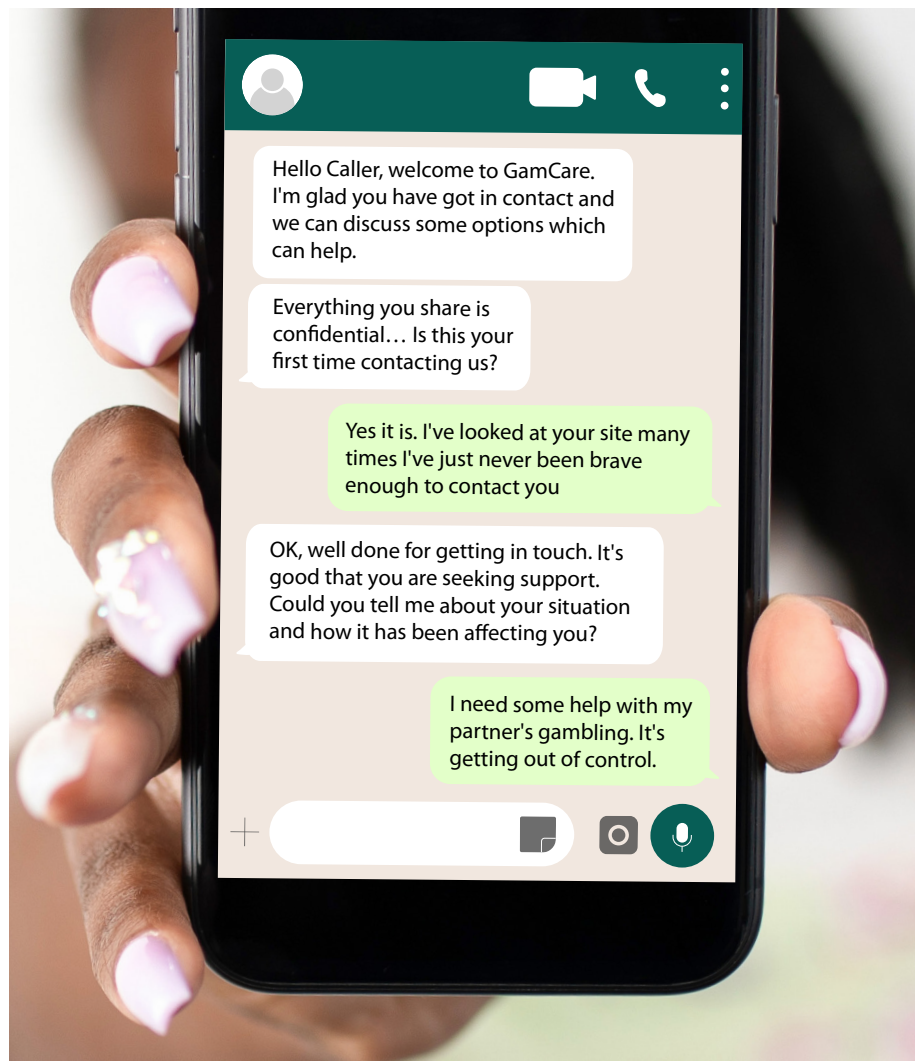
¹ 44,049 includes 40,410 target calls and chats received, plus 3,639 outgoing calls made by National Gambling Helpline advisers. Increase of 4.7% on 2021/22.

² EBI call backs plus focused inbound calls with complex content. 10% increase from 2021/22.

³ Overnight calls are between the hours of 12.00am and 8am. Overnight target callers exceeded 600 in the month of March 2023, a new record.

Growth in digital

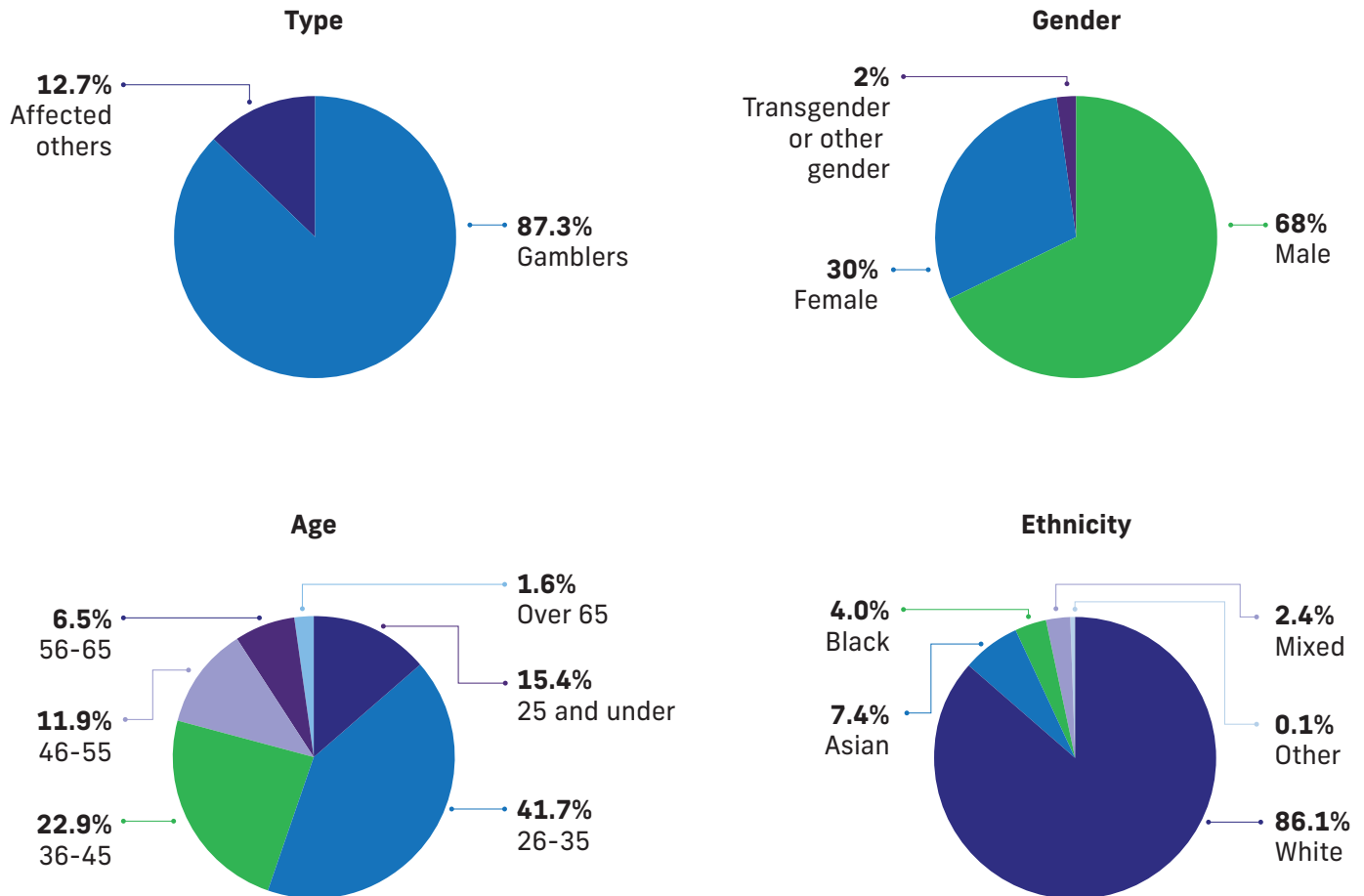
Our digital **chat channels overtook telephone calls** for the first time. We added new WhatsApp and Facebook channels to increase choice for these users, and in March 2023 these accounted for nearly **one third** of inbound target contacts.



Increase in non-target contacts

The Helpline has seen a significant increase in the number of non-target calls answered – up 55% year on year. The National Gambling Helpline answered **92,046** total **calls and chats** compared with 71,267 in 2021/22. We are exploring ways to reduce the number of non-target calls.

Where known, GamCare's callers were:



ONLINE PEER SUPPORT

The Remote Services Support team facilitates two general daily chatrooms, and others for specific service user groups and themes.

Remote Services Support also moderates the **GamCare forum**, with over **18,000 users contributing to multiple topics**. The forum is used by people affected by gambling harms, and those who are in long-term recovery.

GameChange

GameChange is GamCare's computerised **Cognitive Behavioural Therapy (cCBT) programme**, with regular support from a therapist. GamCare has agreed new funding to launch a replacement platform in 2023/24. The new platform will feature new content, co-created by people with lived experience and GamCare staff.

“ IT HAS GIVEN ME STRONG MECHANISMS TO STOP MY GAMBLING AND HAS CHANGED MY ATTITUDE TOWARDS GAMBLING. MY PRACTITIONER WAS VERY SUPPORTIVE, AN EXCELLENT LISTENER AND MADE ME THINK ABOUT THE EFFECTS OF MY GAMBLING ON MY EVERYDAY LIFE. ”

GameChange Participant

NEW PROGRAMME: MONEY GUIDANCE SERVICE

GamCare launched the Money Guidance Service (MGS) in response to the financial difficulties faced by many of our service users.

76% of those who gamble to harmful levels face financial difficulties

60% are in debt

47% of affected others face financial difficulties

The Money Guidance Service offers one-to-one budgeting and financial support for people who experience gambling harms. Referrals are made via the Helpline and Treatment teams, and we have referral pathways in place for clients in need of specialist debt advice.

Impact to date

70+ GamCare staff trained in MGS triage

99 client referrals¹

Average improvement **+1.7** in client scores after contact with MGS.²

“ I ALWAYS SAW MY BUDGET AND FINANCES AS SOMETHING THAT JUST HAPPENED TO ME AND FELT LIKE I HAD NO CONTROL. AFTER SPEAKING TO THE MONEY GUIDANCE SERVICE, I FEEL I HAVE CONTROL OF MY SPENDING AND MY BUDGET. ”

Money Guidance Service client

COST-OF-LIVING CAMPAIGN AND MONEY GUIDANCE SERVICE LAUNCH

In January 2023, the Money Guidance Service launched in Leeds and the East Midlands. The Service rolled out nationwide in March, alongside our national cost-of-living campaign.

We **surveyed over 4,000 people**³ through YouGov, to explore the impact of the rising cost-of-living on people who struggle with gambling, compared with the general population. This highlighted how people who are gambling at harmful levels are significantly more likely to feel the impacts of inflation than non-gamblers. We presented these findings in a webinar to **over 60 stakeholders** in the financial services and gambling support sector.

Key survey findings

10% used a warm bank in last 12 months. (General population: 1%)

50% of parents had gone without essentials⁴. (Parents in general population: 20%)

42% likely to gamble due to the cost-of-living crisis. (General population: 6%)

¹ Referrals into the Service during the soft launch period, September to March 2023.

² We score each client on a scale from 1-10 based on their confidence and understanding of their financial situation and how they deal with their money. This assessment is used before and after receiving support from the service to gauge the programme's effectiveness.

³ 4,202 people surveyed in total. 181 were identified by the survey as experiencing gambling harms, with PGSI score of 8+

⁴ Parents who had gambled at harmful levels and said they had gone without essentials like food or washing clothes to afford something for their child in the past 12 months.

TALKBANSTOP

TalkBanStop is a partnership that encourages the layering of tools and support to protect against online gambling harms. GamCare delivers TalkBanStop in collaboration with **Gamban's blocking software** and the **GAMSTOP** online **self-exclusion** scheme.

5,468

free licences for Gamban blocking software delivered in 2022/23.

12,827

free licences since the project began.

We have now secured a further 3-years funding. GamCare's strategy for 2023/2024 includes closer working with operators and financial organisations **to boost awareness of TalkBanStop** and bring bank gambling blocks more to the forefront.

Communications

During the 2022 FIFA Men's Football World Cup, TalkBanStop made a film with **ex-footballer Paul Merson**, Liverpool's **Gilly Flaherty**, and **YouTuber Ellis Platten** about gambling during major sporting events. Support from these influencers on social media reached **600,000 views** and the campaign received over 23 pieces of coverage including **Sky News**, **the i**, and **Joe.co.uk**.

Our TalkBanStop digital marketing achieved over **31 million ad impressions** throughout the year, tripling traffic to the TalkBanStop website compared with 2021/22. We ran ads on Talk Sport podcast and radio slots from January to March, delivering **7.8 million ads**.

LIVED EXPERIENCE AND PARTICIPATION

We have grown our lived experience community to increase representation from across the UK. We have improved the diversity of voices we listen to, to ensure GamCare's work draws meaningful insights from people with a range of lived experience.

We have embedded lived experience contributions across our Directorates and at Board level to support the development of services and take part in profile-raising activity. Representatives with lived experience have spoken at numerous conferences, events, seminars and on podcasts to engage with a range of audiences about gambling harms and the work we do.

Young People's Participation

Our Youth Advisory Board (YAB) recruited 65 Youth Advisors aged between 11-17. As part of our commitment to engage with those who often feel unheard, we have recruited a diverse group of young people, drawn from all areas of the UK. The YAB includes 15 ethnicities, plus representation from LGBTQIA+, neurodiverse and disabled young people.

Our **co-created content performs on average 200% above standard content** and highlights the power of young people's voices.

We also launched our first Youth Participation Annual Report 2021/22 as a video, co-created by young people.

“ I'M SO PLEASED TO HAVE BEEN PART OF THE TALKBANSTOP FILM. I HAVE SEEN LOVED ONES AND EX-TEAMMATES STRUGGLE WITH GAMBLING, SO IT'S EXTREMELY IMPORTANT TO ME THAT I HELP HIGHLIGHT THE TOOLS AND SUPPORT AVAILABLE TO HELP THOSE FACING SIMILAR ISSUES. ”

Gilly Flaherty,
England defender

“ IT WAS AN AMAZING EXPERIENCE BEING PART OF THE YAB. I HAVE MET DIFFERENT PEOPLE, FROM ALL DIFFERENT TYPES OF BACKGROUNDS. WE SHARED MANY THOUGHTS, OPINIONS, AND EXPERIENCES THAT HELPED ME TO GAIN A BETTER UNDERSTANDING ABOUT GAMBLING. IT WAS WONDERFUL BEING HERE, THANK YOU. ”

Sadiya,
Youth Advisor 2022-23

FATIMA'S STORY

Fatima* is neurodiverse. She and her mother approached the YAB to complete the volunteering section of her Duke of Edinburgh (DofE) Award, and as a safe place where Fatima could be free from bullying.

We shared the YAB Code of Conduct and worked with Fatima to reassure her that her experience would be free from judgement. We outlined how we work together and explained that there are others in the group with additional needs.

After seven months, Fatima's confidence in group work and public speaking has grown, and she also encourages others to speak up. She has completed her DofE Award and has chosen to continue as part of the YAB.

* Name and other details changed to protect the young person's anonymity



“ YOUTH ADVISORY BOARD IS AN OUTSTANDING EXAMPLE OF PARTICIPATION AND YOUTH VOICE. THE WAY THEY ARTICULATE THEIR INVOLVEMENT IS A BRILLIANT EXAMPLE OF HOW IMPACTFUL THIS TYPE OF YOUTH WORK ACTIVITY IS FOR THE INDIVIDUAL YOUNG PEOPLE AND THE ORGANISATION. ”

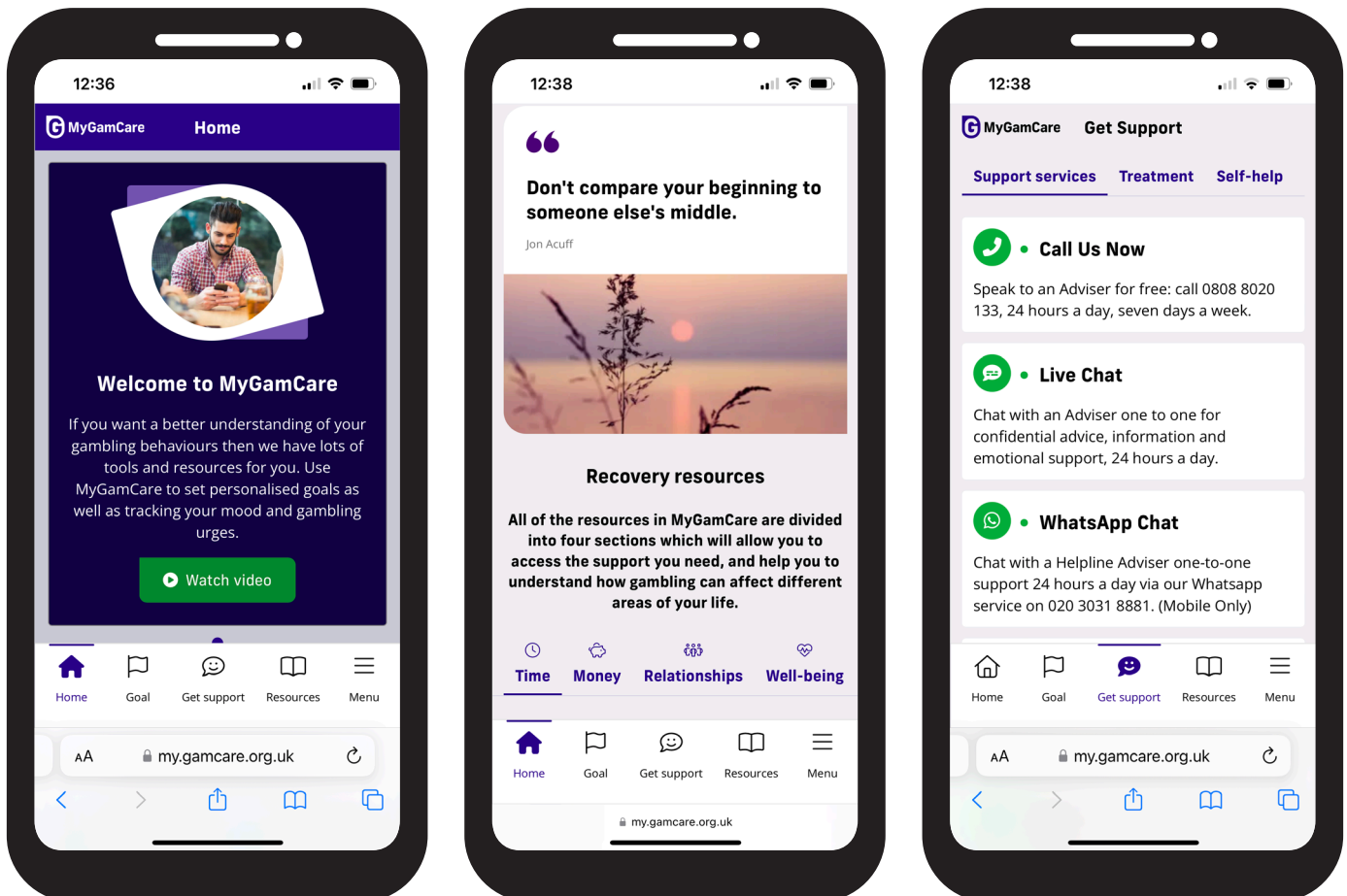
**Laura Keegan, Quality Practice Manager,
National Youth Agency**

DIGITAL SERVICE DELIVERY

GamCare has set out an ambitious three-year digital strategy, following a comprehensive consultation with internal stakeholders. For the first phase, our digital team led a programme of digital transformation throughout 2022/23.

Introducing MyGamCare

MyGamCare is an interactive self-help platform for service users, developed with gambling harms professionals and people with lived experience. It is designed to help those struggling with gambling to self-manage their journey. Users can set goals, personalise their content, and track their urges to gamble.



MyGamCare launched in February 2023, alongside news of the Helpline's busiest month on record. The launch generated over **270 pieces of media coverage**, including the MailOnline, Daily Mirror, Independent, Evening Standard, Daily Express, Metro, and a live interview on LBC News.

AMBITION 3
UNIVERSAL
ACCESS TO
CARING,
EVIDENCE-
LED, AND
INTEGRATED
TREATMENT



To deliver on this ambition we:

**EXPAND THE RANGE OF
LOCALLY-BASED SPECIALIST**

available nationally

INCREASE OUR IMPACT

by continuing to improve services and share what works

INTEGRATE TREATMENT PATHWAYS

so that service users experience seamless support

PIONEER NEW TREATMENT PROVISION

to build service user engagement and outcomes

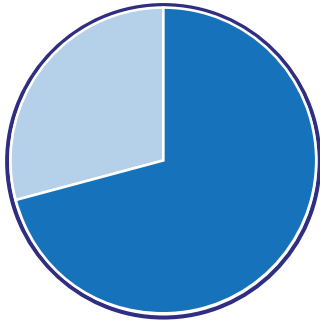
In 2022/23 our work towards this ambition included:

ADULT TREATMENT

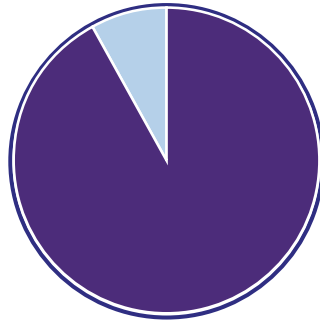
Over the last three years, we have worked with our partners to provide specialist gambling treatment to **28,789 people** and delivered **133,057 treatment sessions**.

9,009 people **attended treatment** in 2022/23 (2021/22¹: 8,969)

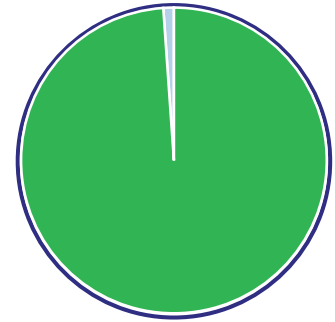
38,456 **structured treatment sessions** delivered (2021/22¹: 37,927)



71%
successfully completed
their planned treatment programme
(2021/22^{*}: 71%)



92%
successfully completed
their planned Extended Brief
Interventions (2021/22¹: 85%)



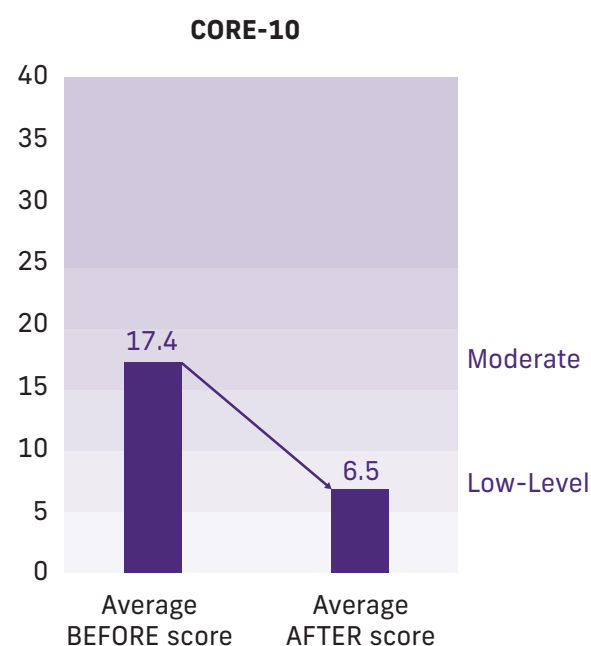
99%
of treatment service users would
recommend the service to someone
else (of those who completed
the satisfaction survey)

¹ Treatment figures from Trustees Annual Report 2021/22 have been revised since publication, based on a large data cleansing exercise.

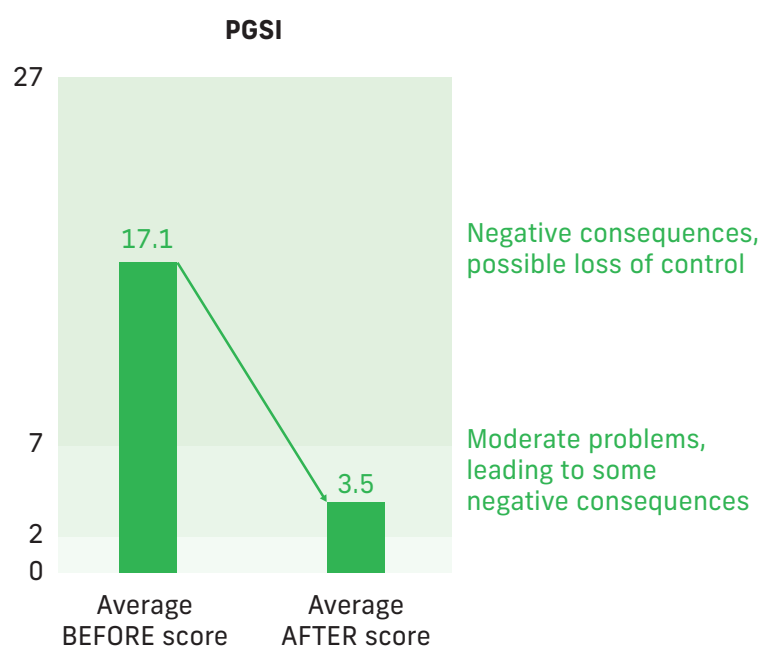
POSITIVE OUTCOMES

GamCare measures every individual's gambling behaviour, risk, and wellbeing throughout their treatment journey with every session – usually weekly. We use validated tools: the PGSI (Problem Gambling Severity Index), and the Clinical Outcomes in Routine Evaluation (CORE-10).

Our 2022/23 treatment data shows evidenced-based, reliable improvements in service users' progress using these measurements.



CORE-10 scores show an average decrease from 'moderate' to 'healthy'.



Average PGSI scores on completion of treatment show a reduction from 'gambling with negative consequences and a possible loss of control' to 'moderate levels'.

Expanding our reach

This year, GamCare's **Adult Treatment Services** teams have been building on our partnerships and collaborations to expand their reach and delivery. We have engaged with professionals working in mental health, homelessness, and substance misuse support services.

In Scotland we're **working with the NHS** and the Recovery Community to train staff and volunteers. In the East Midlands, there are several initiatives with Public Health teams, charities, and the prison service to improve gambling support across Lincolnshire and Nottinghamshire.

The service has increased its availability in community spaces. For example, we can now hold one-to-one client treatment sessions at selected branches of **NatWest Bank**. This reduces costs for treatment providers and provides a discreet, secure, safe space to access treatment for clients.

A **national referral pathway with Citizens Advice** allows them to screen for gambling harms and refer clients directly into treatment. This has increased referrals and the number of people from key communities accessing support.

YOUNG PEOPLE'S SERVICES

Our Young People's Support Service (YPSS) entered its third year, supporting young people affected by gambling harms and family members or professionals worried about a young person's gambling.

- **110 referrals** for treatment in 2022-2023.
- **67% increase** in referrals from December 2022 to January 2023.
- **+17.2** total mean average change score¹ from referral to end of treatment for youth gamblers/gamers.

Client feedback ratings:

"How comfortable did your support lead make you feel?"



"I feel prepared to cope with worries in the future."



" MY PRACTITIONER TOOK ME FROM A POTENTIALLY LIFE OR DEATH SITUATION, FROM THE DARK AGES TO A RENAISSANCE. I CAN'T THANK HIM ENOUGH. "

Adult service user

" OUR SUPPORT LEAD HAS BEEN ABSOLUTELY FANTASTIC. SHE'S BUILT A STRONG, TRUSTING RELATIONSHIP WITH OUR SON AND REALLY SUPPORTED HIM, AND US, THROUGH THIS CRISIS. SHE WAS PATIENT, KNOWLEDGEABLE, RELIABLE, CONSISTENT, KIND, ENCOURAGING, SUPPORTIVE... WE CAN'T PRAISE THIS SERVICE HIGHLY ENOUGH. "

Parent

¹ Change measured on the Gambling Recovery Star, which looks at factors like family and close relationships, money, and physical and emotional health.

JAMES' STORY

James* first gambled at school by depositing money into an online crypto casino. It began as a social activity with friends, but he was soon gambling alone and more often than the others.

He funded his gambling through a part-time job, depositing larger and larger amounts. He would spend his wages on pay day, losing significant sums and leaving nothing for the rest of the month. Eventually he spent all the money given to him in a trust fund.

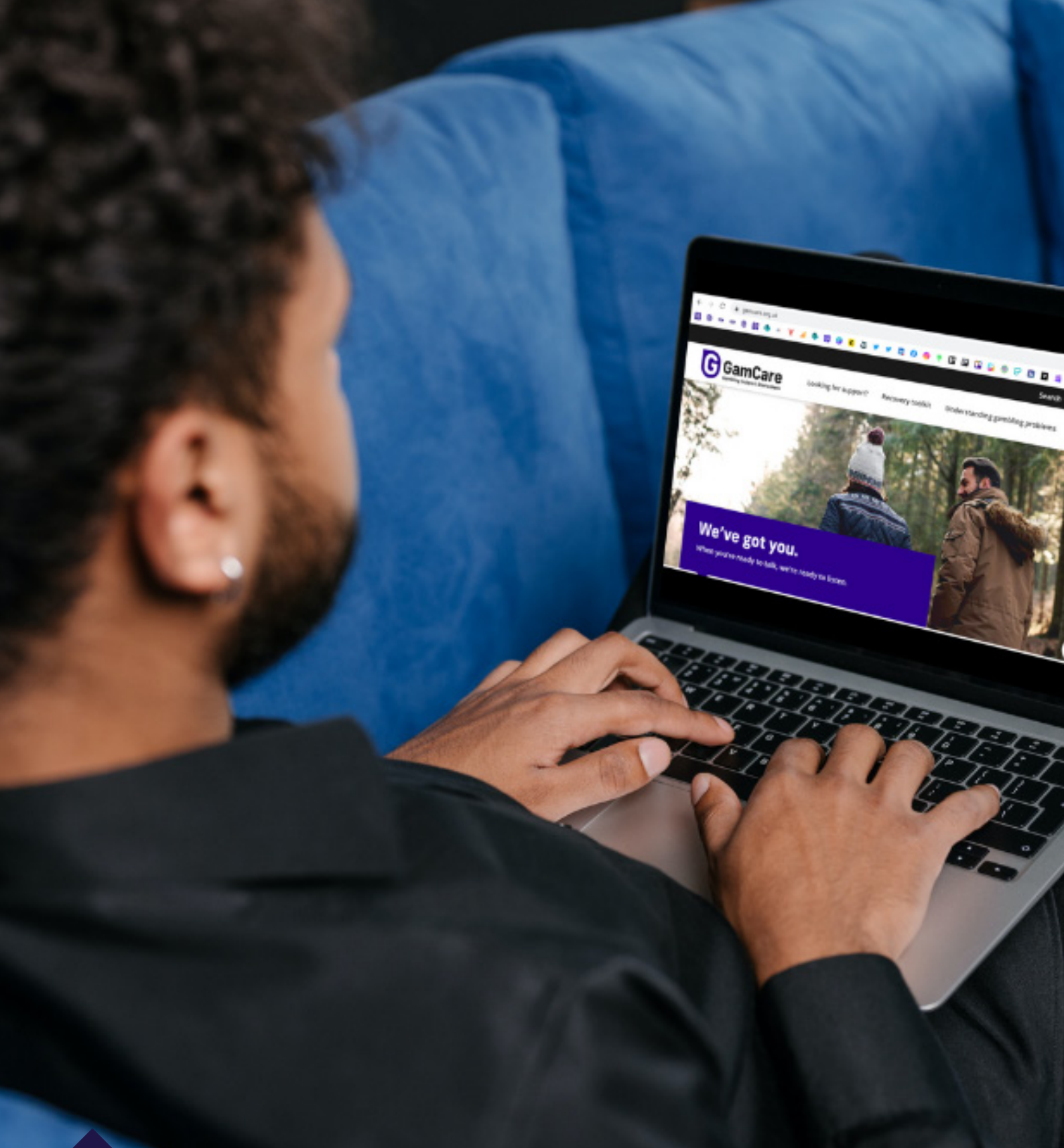
The Young People's Support Service worked with James to identify the root cause of his motivation to gamble and delivered exercises to spot the triggers for his behaviour. He became better at making decisions and learned to remove himself from triggering situations.

James feared he might take a backwards step once he started university. When we followed up 12 weeks later, he was excited to tell us that he had not gambled nearly as much as he did before. James credited his progress to the techniques discussed in YPSS sessions, as well as setting boundaries whenever he was around people who did not aid his journey.

* Name changed to protect service user anonymity



AMBITION 4
GAMCARE'S
WORK IS
SEEN AS
VALUED,
TRUSTED,
AND
EFFECTIVE



To deliver on this ambition we:

SUPPORT ALL OUR STAFF

in their development, within a strong culture based on shared values

USE AND SHARE DATA, KNOWLEDGE, AND INSIGHT

to contribute to sector learning and development

Maintain effective systems and processes that **ASSURE SAFETY, QUALITY AND PERFORMANCE**

BUILD PARTNERSHIPS

and co-create collaborative work that improves service user outcomes

“ I GET AMAZING SUPPORT FROM MY LINE MANAGER AND TEAM AND THERE IS FANTASTIC SUPPORT OFFERED WITHIN MENTAL WELLBEING. I ALSO LOVE HOW WE HAVE BECOME FAR MORE INCLUSIVE BY CELEBRATING AWARENESS WEEKS/DAYS AND THE DIFFERENT RELIGIOUS FESTIVALS. I ENJOY THE CULTURE HERE AT GAMCARE THAT ENCOURAGES OPENNESS AND HONESTY ABOUT THINGS SUCH AS LIVED EXPERIENCE AND IT IS A SAFE PLACE TO DISCUSS ALL TYPES OF TOPICS. PEOPLE STAY AT GAMCARE AS THERE IS THE OPPORTUNITY TO MOVE AROUND AND PROGRESS HERE. ”

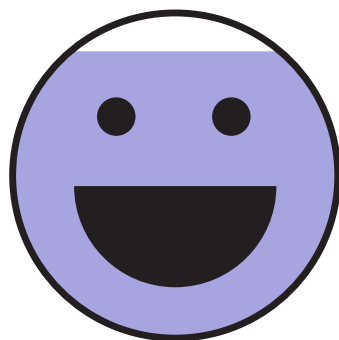
Anonymous staff survey feedback

In 2022/23 our work towards this ambition included:

PEOPLE AND ORGANISATIONAL DEVELOPMENT

At GamCare, we recognise the importance of high employee engagement and we invest in our employees.

84% of staff responded to our latest staff survey (2021/22: 72%).



91%
feel proud to
work for GamCare

GAMCARE CELEBRATED 25 YEARS AND RECOGNISED THE HARD WORK OF STAFF WITH A SUMMER EVENT ATTENDED BY 150 COLLEAGUES.



Learning and development

Our People and Organisational Development Directorate leads on ensuring that staff across GamCare are supported with their core role requirements, and their personal and professional development. This year, to maintain and enhance this support we:

- Launched our online **Learning Management System**.
- Redesigned our **onboarding and induction** for staff.
- Launched a **trustee induction programme**.
- Introduced a new **core competency-based behavioural framework**.

Diversity and inclusion

GamCare's employees are:

55.3% Female,

18.4% Male,

26.3% prefer not to say

17% have a declared disability

58% White,

8% Black or Black British,

6% Asian or Asian British,

4% Mixed Multiple Ethnic Groups,

24% prefer not to say

Evenly split across all age ranges

2.4 years average length of service

GamCare's staff Inclusion and Diversity Action Group (IDAG) continues to influence change in line with our values and commitment to staff. This year our Diversity and Inclusion activities have included:

- Launch of '**Culture of health and wellbeing**', a programme to support staff at work and with their emotional, financial, physical, and social well-being.
- Internal **lived experience** sessions.
- Internal sessions to **raise awareness** and **support diversity**, including Black History Month, International Women's Day, mental health, financial wellbeing, menopause & fertility, and LGBTQIA+ issues.

GamCare appointed an independent consultant to support our **Diversity and Inclusion plans**. They spoke with 75% of colleagues across GamCare as part of an Equality, Diversity and Inclusion (EDI) health check and created a detailed action plan.

“ NOT MANY ORGANISATIONS ARE BRAVE ENOUGH TO HOLD A MIRROR UP TO THEMSELVES AND LOOK AT HOW INCLUSIVE THEY ARE, IRRESPECTIVE OF WHAT MAY BE UNEARTHED. GAMCARE DID SO WHOLEHEARTEDLY WITH THE FULL SUPPORT OF KEY STAKEHOLDERS. THE PEOPLE AND ORGANISATIONAL DEVELOPMENT DIRECTORATE, LEADERSHIP TEAM AND STAFF ALL ENGAGED WILLINGLY IN INTERVIEWS AND FOCUS GROUPS THROUGHOUT THE EDI HEALTH CHECK PROCESS. THE FINDINGS WERE LARGELY POSITIVE BUT OF COURSE, LIKE MOST ORGANISATIONS, THERE WAS STILL A LOT OF WORK TO BE DONE. THIS HAS ALREADY BEGUN WITH SOME EXCELLENT PROGRESS AND MORE IN THE PIPELINE. ”

Dr Ope Lori, Inclusion and Diversity Consultant

QUALITY AND GOVERNANCE

Our specialist Quality and Innovation Directorate ensures that as GamCare grows, we continually review and develop our organisational infrastructure and our quality and governance systems. For 2022/23 this included:



Clinical Governance

To evaluate service delivery against GamCare's model of care, we developed a clinical audit framework to be implemented in 2023/24. This incorporates the Care Quality Commission's (CQC's) single assessment framework and will ensure continuous improvement across service delivery and improved outcomes for service users.

We embedded the Datix incident reporting audit schedule within the organisation and across the partner network.

We introduced our Model of Care training to 111 service user support staff, and our 'reflective log initiative



Data Recording and Analysis

We invested further in developing cloud-based data warehousing to support our current and future organisational ambitions.



Information Governance

We provide expertise to the GamCare teams and our partner network to ensure compliance with legislation. We review and respond to activity relating to GDPR (General Data Protection Regulation) and Data Protection, and deliver GDPR training to select partners to promote awareness of their legislative requirements. We have streamlined the process of Data Protection Impact Assessment (DPIA) to promote greater understanding and adoption across the organisation, and to give our service users greater confidence in how we collect, store, and use their data.



Accreditations and Quality Standards

We renewed our ISO 9001 accreditation and retained The Helpline Standard.

We were awarded the National Youth Agency's Advanced Level Quality Mark in recognition of the Young People's Gambling Harm Prevention Programme.

We became a Menopause-Friendly Accredited employer.

COMMUNICATIONS

GamCare's Policy and Communications Directorate raises awareness and understanding of gambling-related harms, and the treatment and support available.

Our work in 2022/23 is threaded through this annual report, including our activities for TalkBanStop, and the cost-of-living campaign. Further examples of GamCare's successful communications work include:

25th Anniversary

GamCare's 25th Anniversary in 2022 provided an ideal opportunity to shine a light on our achievements and strengthen our relationships. It was a chance to raise awareness of our cause, engage with our staff and stakeholders, and bring news of GamCare's work to a wider audience.

We celebrated this milestone with a coordinated campaign of activity. We featured influencers discussing their own lived experience of gambling harms – **Jo O'Meara (S Club)** and **England football star Peter Shilton** with his wife Steph.

The PR launch centred around a YouGov survey, which we commissioned to look at the gambling behaviours of over **4,000 adults**. We shared new insights on the impact of the cost-of-living, the rising trend for cryptocurrency trading, and the lack of awareness of gambling harms among parents. The campaign achieved over **20 high-profile pieces of coverage** including a slot on **Newsnight** for our CEO to discuss the Gambling White Paper and the future of gambling support.

The campaign ran in bursts from June to October. Digital advertising on Twitter, YouTube and four male-leaning podcasts **reached over 3.2 million adults**, while our organic **social engagement grew by 395%**.



External Affairs

Our External Affairs team has worked to build strong relationships with stakeholders including ministers and officials, while increasing understanding and awareness of GamCare in Westminster.

As part of the 25th Anniversary campaign, we held a flagship parliamentary event attended by nearly **50 high-profile sector leaders** and **9 MPs and Peers**. **Alex Sobel MP, a Shadow Minister, sponsored the reception**, where we were joined by many of our treatment partners, funders, and other collaborators. We were also delighted to welcome **GamCare's founder, Paul Bellringer OBE**.

Alongside Alex Sobel, speakers included **Alex Davies-Jones MP, Shadow Minister for Tech, Gambling and the Digital Economy**; Margot Daly, Chair of Trustees at GamCare; and Colin Walsh, Lived Experience Manager at GamCare.

Influencing policy

As the Government's **Gambling Act Review** continued, we shared GamCare's sector expertise with ministers. In particular, we highlighted the importance of Research, Education and Training (RET) funding and an evidence-based approach to regulation. We also delivered keynote speeches at the **Westminster Media Forum** and **Public Policy Exchange** on gambling regulation and reform.

SECTION 3

MOVING FORWARD



In 2023/24, GamCare remains committed to our mission, strategy, and ambitions.

The Government's Gambling White Paper was published early in the new financial year. We continue to lend GamCare's expertise to the discussion during the various consultations, to **shape the future of gambling support**. In particular, GamCare is pro-actively **championing the voices of our service users** as part of the process.

Our detailed business plan for 2023-24 identifies the **six crucial objectives** that serve as the foundation for GamCare's work throughout the coming year:

DELIVER EXCELLENT SERVICES

GamCare is committed to developing and delivering high quality, accessible services. We design and implement new working models in line with our contractual agreements and embrace our new role as System Coordinator for the National Gambling Support Network. We are enhancing our services and adding volunteers to the GamCare team where appropriate.

We are continuing to raise standards in the gambling sector, ensuring that operators have the knowledge and skills to identify harms and signpost service users to tools, support, and treatment.

RAISE GAMCARE'S PROFILE

To increase engagement, we want to make GamCare a respected household name. We are developing GamCare's position as a thought leader through engagement with key external stakeholders: our partners, the gambling industry, parliamentarians, and other influencers.

We are also increasing the public's exposure to the brand to enhance the reputation and uptake of GamCare's services.

REDUCE BARRIERS TO ACCESSING SUPPORT

We are continuing to place inclusivity at the heart of everything we do and further embed lived experience throughout GamCare's strategic planning processes.

We are building capacity with communities to prevent gambling harms and raise awareness through outreach, education, and collaboration with other organisations. We are expanding our reach to emerging and under-represented cohorts through a portfolio of development projects – online and offline.

DRIVE DIGITAL TRANSFORMATION

We are implementing, embedding, and evaluating the impacts of our digital and data strategies, adopting a user-centred approach. As we improve the MyGamCare platform, we are embedding it further within our treatment and support ecosystem. We are also implementing improved Finance, HR, and CRM systems to support GamCare's ambitions for growth.

SECURE SUSTAINABLE FUNDING

We are continuing to diversify our sources of funding to support a sustainable, long-term future for GamCare, and uninterrupted services for those we support.

BUILD AN ENGAGED AND INCLUSIVE WORKFORCE

In 2023/24, GamCare is expanding, so we want to be considered an employer of choice. We are continuing to enhance our recruitment practices to attract and retain top talent, prioritising diversity and inclusion. We are developing a people strategy and, in partnership with staff, continuing to develop our employee engagement, organisational culture and workforce planning.

“ ONCE I HAD DECIDED TO COMMIT AND EXPLORE MY ADDICTION, WITHIN WEEKS I WAS HAVING 1:1 SUPPORT FROM PROFESSIONALS AND HAVING SESSIONS WITH A DEDICATED PSYCHOLOGIST, CBT PRACTITIONER AND A GP. THE SERVICE HAS HELPED ME IMMENSELY. ”

Adult service user

“ THERE IS A CLEAR DESIRE TO BRING ABOUT POSITIVE CHANGE AT GAMCARE, NOT BECAUSE THEY HAVE TO, BUT DUE TO A DEEP SENSE OF RESPONSIBILITY. THEY UNDERSTAND THE IMPORTANCE OF SOCIALLY CONSCIOUS ENGAGEMENT WITH THEIR PEOPLE AND THIS IN TURN HAS A POSITIVE IMPACT ON THE COMMUNITIES THEY SERVE. ”

Dr Ope Lori, Inclusion and Diversity Consultant

We are commencing a period of consultation across the organisation to further refine GamCare's strategic ambitions. The Executive Leadership Team and Board of Trustees will engage with staff, service users and other stakeholders to **set the direction for GamCare** over the next few years.

We are building on our accomplishments to date to achieve our mission to **support those harmed by gambling** through advice and treatment, and to minimise gambling-related harm through education and engagement.

SECTION 4 FINANCIAL REVIEW AND GOVERNANCE



This year our overall income was £20.1m, a significant increase on the previous year's income of £15.8m. We continued to receive the majority of our funding from GambleAware, who in 2022/23 granted total funding of £11.6m (2021/22: £8.7m) to support our primary activities relating to our National Gambling Helpline and treatment services. We continued to benefit from other income sources such as the Safer Gambling Standard, sales of training services, and donations from other sources.

The overall result was a surplus of £1.8m (2021/22: £1.0m) for the year, comprising an unrestricted funds surplus before transfers of £0.5m (2021/22: £0.8m) and a restricted funds surplus of £1.3m (2021/22: £0.3m surplus).

Following transfers between funds, the reserves balances as at 31 March 2023 comprised unrestricted funds of £2.6m (2022: £2.8m) and restricted funds of £3.2m (2022: £1.2m); included within unrestricted funds are designated funds of £nil (2022: £36k).

More detail on the purposes of restricted funds can be found in note 14 to the financial statements.

RESERVES POLICY AND GOING CONCERN

GamCare operates a risk-based Reserves Policy and aims to maintain reserves to allow continuity of operations for six months in the event of funding ceasing. It allows for the known liabilities that arise on the cessation of services and operations, such as redundancies and lease commitments, and a contingent element to ensure that a responsible cessation of operations can be made.

The Reserves Policy is set by the Board of Trustees with a clear understanding of likely future income streams and the risks faced by GamCare. It is reviewed on an annual basis and the required level of reserves is recalculated at this point.

In line with the Charity Commission's guidance, 'free reserves' is defined as the unrestricted, undesignated fund which is not represented by the charity's fixed assets. On this basis, the required level of free reserves has been calculated at £2.1m (2022: £2.0m). The year-on-year increase in target free reserves is consistent with the growth in the charity's activities. A proportion of GamCare overheads is now recoverable within each agreement in 2023/24 and in future years.

As of 31 March 2023, free reserves amounted to £2.6m (2022: £2.7m), being above the reserves policy level set by the Board.

GamCare has been able to maintain a healthy level of free reserves levels by achieving good results from its income generating activities, and by careful management of expenditure. Given the underlying uncertainty at the present time, most notably with the Gambling Act Review, we regularly monitor and re-forecast our future reserves position to ensure we are well-placed to weather any future adverse event.

Our previous grant agreements with GambleAware ran until March 2023; from 2023/24, whilst some grant arrangements will continue with GambleAware, the former grant arrangements have been superseded by new three-year performance-based contracts. The contracts will provide greater financial stability and enable continuity of charitable operations. Income from sources other than GambleAware should further contribute to a stable position through to March 2024 and beyond.

In light of the reserves position, the Board of Trustees considers that adequate resources continue to be available to fund the activities of GamCare for at least the next 12 months, and therefore considers the charity to be a going concern for the foreseeable future.

REMUNERATION POLICY

GamCare carries out an external remuneration benchmark survey periodically comparing us to similar-sized organisations. The Remuneration Committee reviews salaries in relation to this benchmark.

RISK MANAGEMENT

Our trustees and the executive leadership team regularly review the risks to which GamCare is exposed, and they are satisfied that we have systems and controls in place to mitigate these risks. A Risk Register is maintained by the executive leadership team throughout the year, and is reviewed at quarterly meetings by the People, Culture and Communications Committee, the Clinical and Quality Governance Committee, the Audit and Risk Committee, and ultimately by the Board of Trustees. Actions to mitigate risk are monitored by all the Committees.

The major risks to the charity include:

- **Outcome of Gambling Act Review:** there is a range of reputational and financial risks associated with different possible outcomes of the Gambling Act Review that may impact upon how we are funded. In mitigation, we engage in scenario planning for a number of potential outcomes as well as engaging with key stakeholders.
- **Financial risks:** there is a financial sustainability risk associated with the changing funding environment for the sector, such as the proposed implementation of a statutory levy on operators, and any possible changes to existing commissioning structures. In mitigation, we plan to diversify our income streams based upon an updated finance strategy for 2024 onwards, forming relationships with new potential funders and donors, where possible building upon existing relationships with key funders with a view to longer-term funding contracts, and also creating new customers for our earned income streams.
- **Digital transformation:** we are at risk of not keeping step with technological developments in our area of charitable service delivery, and we may not possess in-house all the necessary skills to effect the required transformation. In mitigation, we form strong relationships with external digital developers, working to an updated digital strategy for GamCare, thereby ensuring expertise is in place to help use to best effect the digital transformation funding which has been secured; we also seek Board level experience in this area.
- **People:** there are risks around attraction, retention, competency, and wellbeing of staff that might impact upon our charitable delivery, as well as the compliance risk associated with increasing staff numbers. In mitigation, we seek to improve our 'employer brand', and thereby ensure we are a desirable place to work and encourage staff retention. Examples of areas covered by this work are: increasing our employee representation in the decision-making process where practicable; mapping training requirements to project plans; reviewing staff benefits where feasible to attract new talent; improving the quality of internal communication and employee engagement platforms which support hybrid and remote-working. All employees receive appropriate training and are supervised to help develop them in their work at GamCare and future careers. We measure employee satisfaction with an annual staff survey.
- **Compliance:** compliance risks may arise in complex areas such as data protection, systems security, and health and safety for a hybrid-working and remotely based staff. In mitigation, we have a Data Protection Officer and are closely monitoring the methods of data collection and processing, with mandatory staff training at all levels; training staff in matters of cyber-risk and we have achieved Cyber Security Essentials Plus accreditation; disseminating financial knowledge through clear internal guidance on our controls and processes; we engage external expertise on matters of health and safety for both office and home-based staff; we have achieved ISO9001 accreditation status and call-centre quality mark accreditation. Suitable professional indemnity insurance is in place to cover all GamCare's activities, as well as cyber liability insurance. For our clinical work, specialist risk systems are in place which enable management to actively monitor incidents and proactively mitigate risk.

For each of the risks identified, a set of controls and mitigations is developed to ensure that we monitor our progress and protect against adverse impact.

GRANT-MAKING POLICY

Grants are made to beneficiary partner organisations for the purpose of delivering treatment to service users nationwide. The criteria for making grants to these organisations include: consideration of their ability to deliver clinically effective treatment to beneficiaries; their ability to deliver local treatment and engage with local communities; meeting due diligence criteria around effective organisational and clinical governance; and holding sufficiently robust finances to provide continuity of treatment. We provide ongoing grant management of these organisations to ensure effective delivery, reporting, governance, and compliance.

Until March 2023, GamCare made use of a national network of treatment-provider organisations which delivered therapeutic treatment for gambling harms. Grants were made to these organisations, and performance was managed through a grant agreement. From April 2023, a new system of national treatment is in place, funded under new GambleAware contracts, with GamCare acting as both a provider of services in five regions and as the System Coordinator for the new National Gambling Support Network (NGSN) of service-providers. Therefore, GamCare will distribute significantly less grant funding in 2023/24 than in previous years. We will continue to make grants for specific programme activities, such as the English Gambling Education Hub, the Gambling Awareness and Prevention Programme (GAP), Aftercare, TalkBanStop, and the Youth Programme.

STRUCTURE, GOVERNANCE AND MANAGEMENT

GamCare is a registered charity and a company limited by guarantee. The company is registered at Companies House, registration number 03297914. The company is also a registered charity in England and Wales (registration number 1060005), and in Scotland (registration number SC050547). The governing document is the Memorandum and Articles of Association, which establishes the objects and powers of the charitable company.

Trustees are identified and appointed by the Board. On appointment, trustees are given an induction pack and training which details their role and responsibilities as trustees and orients them in terms of our services, operations, and key staff. Trustees take overall responsibility for setting the mission, the strategy and objectives of the organisation, monitoring performance and managing risk.

Management of the organisation is delegated to the Chief Executive Officer, who leads on implementing the strategy and providing a quarterly performance report to the Board. The trustees and executive leadership team comprise the key management personnel of the charity; the executive leadership team is in charge of directing and operating GamCare on a day-to-day basis.

The Board meets four times each year and is supported by the work of the Audit and Risk Committee, the Clinical and Quality Governance Committee, and the People, Culture and Communications Committee, which also meet four times each year. In addition, a Remuneration Committee meets three times a year. Both the Board and the Chief Executive Officer are set objectives to support the delivery of strategy and operations, and these are reviewed annually.

In 2022/23, the organisation had an average of 202 full-time equivalent employees (2021/22: 158). For further information on staffing, see note 8 to the financial statements.

FUNDRAISING STATEMENT

In 2022/23 57.5% of GamCare's income (2021/22: 54.9%) was through charitable activities commissioned by GambleAware.

The remainder of GamCare's income for the year comprised the following: direct donations to GamCare were 37.2% (2021/22: 40.9%), other grants and sources were 0.4% (2021/22: 0.7%) and unrestricted income earned from training and certification services was 4.9% (2021/22: 3.5%).

Whilst we do accept donations from the general public, we do not solicit such donations through third-party fundraising organisations and we have not received any complaints in respect of our fundraising activities in 2022/23. We are compliant with the UK General Data Protection Regulation and all relevant codes of conduct for our fundraising activities.

PUBLIC BENEFIT

Our trustees have complied with their duty under Section 17 of the Charities Act 2011 to have due regard to public benefit guidance as published by the Charity Commission for England and Wales, and also the Office of the Scottish Charity Regulator. All the charity's activities are designed to deliver the public benefits described in its charitable objects. The Board regularly reviews our strategy, plans and performance.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees, who are also directors of GamCare for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of its income and expenditure for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards, including FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that GamCare will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the trustees confirms that at the date of the approval of this Report:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The trustee has taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

AUDITORS

Our external auditors, Buzzacott LLP, are deemed to be appointed in accordance with Section 487 (2) of the Companies Act 2006. Buzzacott LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report, including the Strategic Report, was approved by the Board of Trustees on 12th September 2023 and was signed on their behalf by:



Dominic Harrison

Trustee, Chair of the Audit and Risk Committee

SECTION 5

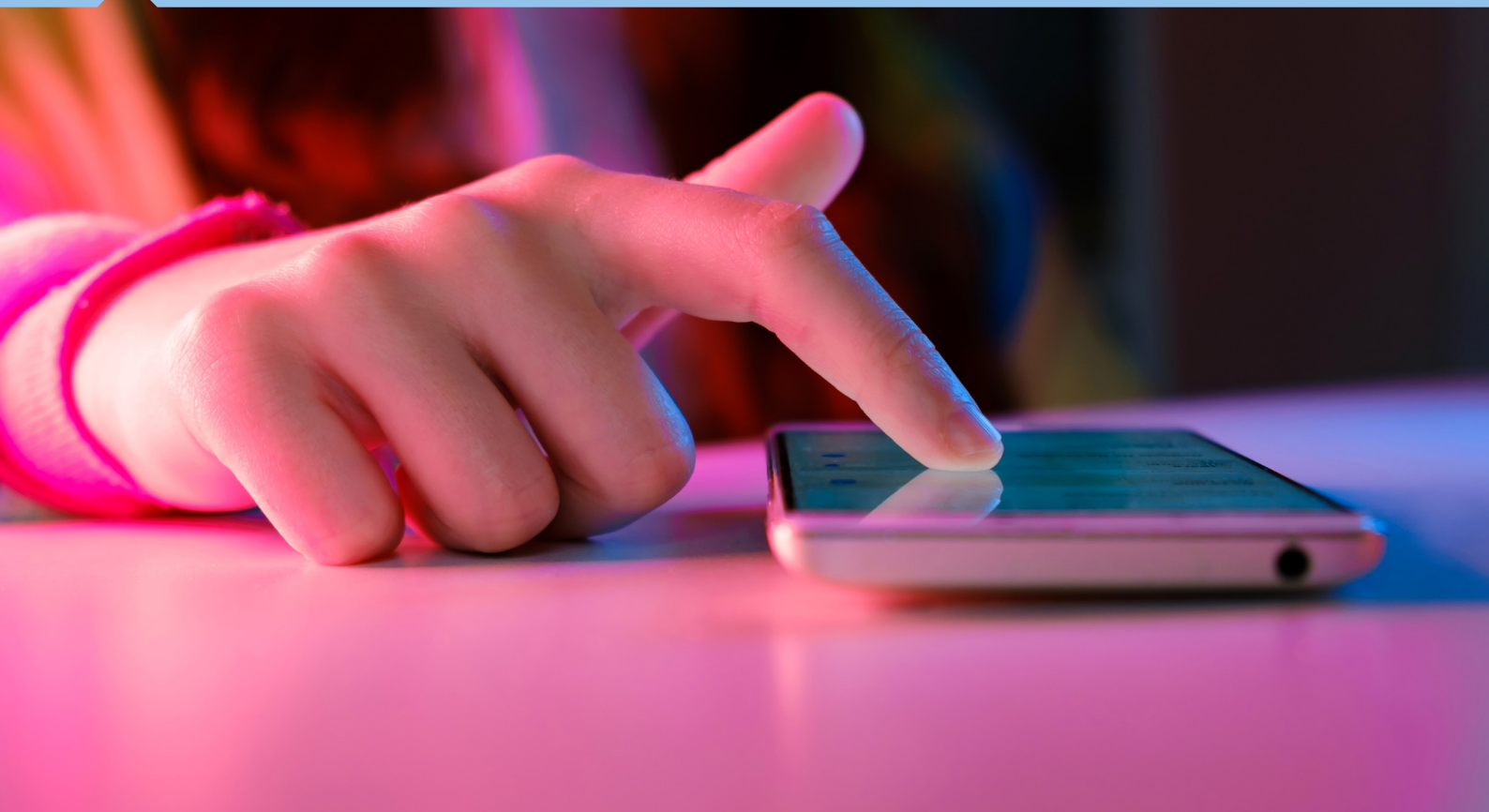
INDEPENDENT

AUDITOR'S

REPORT TO

THE MEMBERS

OF GAMCARE



OPINION

We have audited the financial statements of GamCare (the 'charitable company') for the year ended 31 March 2023 which comprise the statement of financial activities, the balance sheet, the statement of cash flows, the principal accounting policies and the notes to the financial statements. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of the charitable company's income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report and Financial Statements, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which is also the directors' report for the purposes of company law, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report, which is also the directors' report for the purposes of company law, including the strategic report, has been prepared in accordance with applicable legal requirements.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report if, in our opinion:

- adequate accounting records have not been kept by the charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed overleaf:

How the audit was considered capable of detecting irregularities including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the Senior Statutory Auditor ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charitable company through discussions with management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charitable company, including the Charities Act 2011, Companies Act 2006, Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006, Gambling Commission compliance, data protection legislation, anti-bribery, safeguarding, employment, health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.
- we assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:
 - making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions; and
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of trustee meetings;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing any available correspondence with HMRC and the company's legal advisors where applicable.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance.

Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charity's trustees as a body, in accordance with Section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in black ink that reads "Buzzacott LLP". The signature is written in a cursive, slightly slanted style.

Hugh Swainson
(Senior Statutory Auditor)

13 October 2023

For and on behalf of Buzzacott LLP, Statutory Auditor
130 Wood Street, London, EC2V 6DL

Buzzacott LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

SECTION 6 FINANCIAL STATEMENTS



STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

For the year ended 31 March 2023

	Note	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income							
Donations	2a	1,019,224	6,451,332	7,470,556	992,354	5,462,606	6,454,960
Charitable activities	2b	457,888	12,138,109	12,595,997	546,947	8,777,306	9,324,253
Investment income	2c	35,072	-	35,072	1,650	-	1,650
Total income		1,512,184	18,589,441	20,101,625	1,540,951	14,239,912	15,780,863
Expenditure							
Charitable activities	3/4/5	949,327	17,304,709	18,254,036	790,100	13,945,303	14,735,403
Total expenditure		949,327	17,304,709	18,254,036	790,100	13,945,303	14,735,403
Net income	7	562,857	1,284,732	1,847,589	750,851	294,609	1,045,460
Transfers between funds	14	(767,251)	767,251	-	(8,268)	8,268	-
Net movement in funds for the year		(204,394)	2,051,983	1,847,589	742,583	302,877	1,045,460
Reconciliation of funds							
Total funds brought forward	14	2,794,334	1,173,417	3,967,751	2,051,751	870,540	2,922,291
Total funds carried forward		2,589,940	3,225,400	5,815,340	2,794,334	1,173,417	3,967,751

The Statement of Financial Activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

BALANCE SHEET

As at 31 March 2023

	Note	2023 £	2022 £
Fixed Assets			
Intangible assets	9	32,837	51,601
Tangible assets	10	1,396	19,908
Total Fixed Assets		34,233	71,509
Current assets			
Debtors	11	4,557,996	3,305,802
Short term deposits		1,208,414	1,203,484
Cash at bank and in hand		5,824,378	6,649,130
Total Current Assets		11,590,788	11,158,416
Liabilities			
Creditors: amounts falling due within one year	12	(5,809,681)	(7,262,174)
Net Current Assets		5,781,107	3,896,242
Net Assets		5,815,340	3,967,751
The funds of the charity:			
Restricted funds	14	3,225,400	1,173,417
Designated funds	14	-	35,866
Unrestricted funds	14	2,589,940	2,758,468
Total Charity Funds		5,815,340	3,967,751

The notes on pages 61 to 70 form part of these financial statements.

Approved by the Board, and authorised for issue, on 12 September 2023 and signed on behalf of the Board by:



Dominic Harrison
Chairman of the Audit and Risk Committee

GamCare: a company limited by guarantee
Company registration number 03297914 (England & Wales)

STATEMENT OF CASH FLOWS

For the year ended 31 March 2023

	Note	2023 £	2022 £
Net cash provided by (used in) operating activities	17	(854,894)	867,795
Cash flows from investing activities			
Interest Income		35,072	1,650
Purchase of tangible fixed assets	10	-	(4,075)
Purchase of intangible fixed assets	9	-	(22,468)
Cash provided by (used in) investing activities		35,072	(24,893)
Increase/(decrease) in cash at bank and in hand in the year		(819,822)	842,902
Cash at bank and in hand at the beginning of the year		7,852,614	7,009,712
Cash at bank and in hand at the end of the year		7,032,792	7,852,614

Cash at bank and in hand includes short term deposits which are shown on the face of the Balance Sheet

GamCare does not have any borrowings or lease obligations. Net debt consists therefore of the cash at bank and in hand.

NOTES TO THE FINANCIAL INFORMATION

NOTE 1: ACCOUNTING POLICIES

(a) Basis of accounting

These financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (SORP) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Accounting Practice. GamCare is a public benefit entity for the purposes of FRS 102. The financial statements are presented in sterling and are rounded to the nearest pound.

Going concern

The Board of Trustees has assessed whether the use of the going concern basis is appropriate; it has considered possible events or conditions that might cast significant doubt on the ability of GamCare to continue as a going concern. The Board has also considered the position afforded by the new GambleAware contracts, post-year end.

While the Board acknowledges the difficulties with high inflation and the current economic environment, it confirms that it does not consider these to be a cause for material uncertainty in respect of GamCare's ability to continue as a going concern. GamCare continues to develop contingency plans which are being implemented successfully, and the Board considers that GamCare has sufficient cash resources to continue for the foreseeable future. The Board has made this assessment for a period of at least one year from the date of approval of the financial statements. In particular, the Board has considered GamCare's forecasts and projections and has taken account of any potential adverse impact on donations and funding income.

After making enquiries, the Board has concluded that there is a reasonable expectation that GamCare has adequate resources to continue in operational existence for the foreseeable future. GamCare therefore continues to adopt the going concern basis in preparing its financial statements and there are no material uncertainties.

(b) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. Designated funds are unrestricted funds that have been set aside by the trustees for a particular purpose. Restricted funds are subject to restrictions on their expenditure imposed by the donor or grantor.

(c) Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy and receipt is probable. The following specific policies are applied to categories of income: Income from donations is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant. When specific performance conditions exist, income is deferred until the performance conditions are met. Income from investment is recognised when receivable.

(d) Support costs

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any Value Added Tax which cannot be fully recovered, and is reported as part of the expenditure to which it relates. Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them. All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly where possible, and the remainder are apportioned on an appropriate basis such as time and usage.

(e) Tangible and intangible fixed assets

Tangible and intangible fixed assets excluding any investments are stated at cost less accumulated depreciation and amortisation. The costs of minor additions or those costing below £1,000 are not capitalised. Depreciation and amortisation is provided at rates calculated to write off the cost of each asset over its expected useful life. Fixtures, fittings and equipment are written off over 3 years. IT equipment and software is written off over 3 years.

(f) Operating leases

Rental payable under operating leases are charged against income on a straight-line basis over the lease term basis.

(g) Pensions

GamCare contributes to a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the Statement of Financial Activities in the year in which they become payable to the scheme.

(h) Termination and redundancy costs

Termination and redundancy costs are recognised as an expense in the Statement of Financial Activities and are shown as a liability on the Balance Sheet immediately when GamCare is demonstrably committed either: to terminate the employment of an employee before normal retirement date; or to provide termination benefits as a result of an offer made in order to encourage voluntary redundancy. GamCare is considered to be demonstrably committed when it has substantially communicated a plan for the termination without any realistic possibility of withdrawal from the plan.

(i) Critical accounting estimates and areas of judgement

No judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any other estimates or assumptions made carry a significant risk of material adjustment in the next financial year. The estimates made when preparing the financial statements are in respect of the useful economic lives of assets (to calculate depreciation and amortisation), the provision for dilapidations and the allocation of support costs across charitable activities.

(j) Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid and have been discounted to the present value of the future cash receipt where such discounting is material.

(k) Cash at bank and in hand and short term deposits

Cash at bank and in hand represents such accounts and instruments that are available on demand or have a maturity of less than three months from the date of acquisition. Deposits for more than three months but less than one year have been disclosed as short term deposits.

(l) Creditors and provisions

Creditors and provisions are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Creditors and provisions are recognised at the amount GamCare anticipates it will pay to settle the debt and are discounted to the present value of the future cash payment where such discounting is material.

(m) Financial instruments

The only financial instruments held by the charity constitute payables and receivables. These are categorised as 'basic' in accordance with section 11 of FRS 102 and are initially recognised at transaction price. These are subsequently measured at transaction price less any impairment.

(n) Taxation

The company is a charity under the Finance Act 2010 (schedule 6, paragraph 1) definition. Accordingly, the company is potentially exempt from taxation in respect of income or capital gains within categories covered by the Corporation Tax Act 2010 (part 11, chapter 3) or the Taxation of Chargeable Gains Act 1992 (section 256), to the extent that such income or gains are applied exclusively to charitable purposes. No tax charge arose in the period.

NOTE 2: INCOME**2023 income**

	Unrestricted £	Designated £	Restricted £	2023 Total £
2a. Donations				
Public / institutional	1,019,224	-	6,451,332	7,470,556
Total donations	1,019,224	-	6,451,332	7,470,556
2b. Charitable activities				
Other income: audit and training	457,888	-	527,374	985,262
Grants:				
GambleAware	-	-	11,559,160	11,559,160
Other grants	-	-	51,575	51,575
Total income from charitable activities	457,888	-	12,138,109	12,595,997
2c. Investment Income	35,072	-	-	35,072
Total income	1,512,184	-	18,589,441	20,101,625

2022 income

	Unrestricted £	Designated £	Restricted £	2022 Total £
2a. Donations				
Public / institutional	992,354	-	5,462,606	6,454,960
Total donations	992,354	-	5,462,606	6,454,960
2b. Charitable activities				
Other income: Audit and training	546,947	-	-	546,947
Grants:				
GambleAware	-	-	8,666,316	8,666,316
Other grants	-	-	110,990	110,990
Total income from charitable activities	546,947	-	8,777,306	9,324,253
2c. Investment Income	1,650	-	-	1,650
Total income	1,540,951	-	14,239,912	15,780,863

NOTE 3: ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

2023 charitable expenditure	Activities undertaken directly	Grant funding of activities (see note 5)	Support costs	2023 Total
	£	£	£	£
Activity				
Clinical services	6,493,333	3,587,560	1,208,224	11,289,117
Outreach services	3,429,966	1,663,950	658,715	5,752,631
Auditing and training	1,002,094	66,611	143,583	1,212,288
	10,925,393	5,318,121	2,010,522	18,254,036

2022 charitable expenditure	Activities undertaken directly	Grant funding of activities (see note 5)	Support costs	2022 Total
	£	£	£	£
Activity				
Clinical services	5,192,246	3,356,553	1,092,227	9,641,026
Outreach services	2,098,829	1,750,145	323,570	4,172,544
Auditing and training	805,471	-	116,362	921,833
	8,096,546	5,106,698	1,532,159	14,735,403

NOTE 4: ANALYSIS OF GOVERNANCE AND SUPPORT COSTS

2023 governance and support costs	Management	Central administration	Finance	ICT	HR	2023 Total
	£	£	£	£	£	£
Activity						
Clinical services	163,885	48,714	255,377	415,932	324,316	1,208,224
Outreach services	259,070	13,790	72,293	176,184	137,378	658,715
Auditing and training	7,237	5,966	31,280	55,683	43,417	143,583
	430,192	68,470	358,950	647,799	505,111	2,010,522

2022 governance and support costs	Management	Central administration	Finance	ICT	HR	2022 Total
	£	£	£	£	£	£
Activity						
Clinical services	264,333	188,377	257,541	98,189	283,787	1,092,227
Outreach services	67,587	51,664	65,851	35,594	102,874	323,570
Auditing and training	25,221	21,105	24,573	11,687	33,776	116,362
	357,141	261,146	347,965	145,470	420,437	1,532,159

NOTE 5: ANALYSIS OF GRANTS

	2023	2022
	£	£
Treatment provider network organisations		
North	1,761,893	1,635,777
Midlands	861,566	532,482
South	1,121,642	1,018,699
Scotland and Wales	602,573	578,748
Other programme grants		
National Programme Grants	970,447	1,340,992
	5,318,121	5,106,698

NOTE 6: TRUSTEE EXPENSES

Travel, office and subsistence costs amounting to £2,632 (2021/22: £1,481) were reimbursed to one trustee (2021/22: one) with respect to expenses incurred on behalf of the full Board.

The Chair of the Board of Trustees received honorarium payments, excluding employer's national insurance, totalling £25,000 (2021/22: £34,285) in accordance with the GamCare's Articles of Association as covered by clauses 11.5 and 15.3, with the difference in the payments disclosed for each year being due to the timing of payments made.

No other trustees received any remuneration during the year (2021/22: £nil).

NOTE 7: NET INCOME FOR THE YEAR

Net income is stated after charging:

	2023	2022
	£	£
Auditor's remuneration: audit fees	16,740	14,400
Auditor's remuneration: non audit services	-	2,130
Depreciation	17,670	39,750
Amortisation	18,764	18,010
Operating leases	224,280	226,617

NOTE 8: ANALYSIS OF STAFF COSTS AND THE COST OF KEY MANAGEMENT PERSONNEL

	2023	2022
	£	£
Salaries and wages	7,150,916	5,351,654
Social security costs	756,816	529,307
Pension contributions	441,870	300,044
	8,349,602	6,181,005

The average number of employees is	212	188
The average FTE employees is	202	158

The number of employees whose total employee benefits excluding pension contributions were in excess of £60,000 were as follows:

	2023	2022
	No.	No.
£60,001 - £70,000	5	2
£70,001 - £80,000	2	1
£80,001 - £90,000	4	3
£100,001 - £110,000	-	1
£110,001 - £120,000	-	-
£120,001 - £130,000	1	-

All key management personnel accrue pension benefits under defined contribution pension schemes. Total pension contributions paid for these employees were £37,358 (2021/22: £36,811).

The total employment benefits of the key management personnel including employer's pension and National Insurance contributions were £769,754 (2021/22: £781,797). The key management personnel comprise the trustees and directors listed on page 4.

Payments totalling £15,923 (2021/22: £41,066) were made in the year in respect of termination settlements.

NOTE 9: INTANGIBLE FIXED ASSETS

	Computer software
Asset cost	£
As at 1 April 2022 and 31 March 2023	112,034
Accumulated amortisation	
As at 1 April 2022	60,433
Charge for year	18,764
As at 31 March 2023	79,197
Net book value	
As at 1 April 2022	51,601
As at 31 March 2023	32,837

NOTE 10: TANGIBLE FIXED ASSETS

	Fixtures, fittings and equipment	Computer and ICT equipment	Total
Asset cost	£	£	£
As at 1 April 2022	89,689	34,797	124,486
Disposals	-	(1,119)	(1,119)
As at 31 March 2023	89,689	33,678	123,367
Accumulated depreciation			
As at 1 April 2022	74,740	29,838	104,578
Charge for year	14,949	2,721	17,670
Disposals	-	(277)	(277)
As at 31 March 2023	89,689	32,282	121,971
Net book value			
As at 1 April 2022	14,949	4,959	19,908
As at 31 March 2023	-	1,396	1,396

NOTE 11: DEBTORS

	2023 £	2022 £
Trade debtors	4,051,338	2,966,686
Other debtors	3,526	1,162
Prepayments and accrued income	503,132	337,954
	4,557,996	3,305,802

NOTE 12: CREDITORS

	2023 £	2022 £
Trade creditors	292,781	89,591
Other creditors	50,045	35,149
Accruals	296,159	211,066
Deferred income	4,959,555	6,752,445
Taxation and social security	211,141	173,923
	5,809,681	7,262,174

NOTE 13: ANALYSIS OF NET ASSETS BETWEEN FUNDS

2023 Analysis of net assets between funds

	Unrestricted Fund £	Designated Fund £	Restricted Funds £	2023 Total Funds £
Intangible fixed assets	22,986	-	9,851	32,837
Tangible fixed assets	977	-	419	1,396
Net assets	2,565,977	-	3,215,130	5,781,107
	2,589,940	-	3,225,400	5,815,340

2022 Analysis of net assets between funds

	Unrestricted Fund £	Designated Fund £	Restricted Funds £	2022 Total Funds £
Intangible fixed assets	36,121	-	15,480	51,601
Tangible fixed assets	13,936	-	5,972	19,908
Net assets	2,708,411	35,866	1,151,965	3,896,242
	2,758,468	35,866	1,173,417	3,967,751

NOTE 14: MOVEMENT IN FUNDS

	As at 1 April 2022	Income	Expenditure	Transfer	As at 31 March 2023
	£	£	£	£	£
Restricted funds:					
Clinical services	565,089	11,442,833	11,289,117	767,251	1,486,056
Outreach Services	564,237	6,447,034	5,363,103	-	1,648,168
Auditing and training	44,091	699,574	652,489	-	91,176
Total restricted funds	1,173,417	18,589,441	17,304,709	767,251	3,225,400
Designated fund	35,866	72,113	107,979	-	-
Unrestricted funds	2,758,468	1,440,071	841,348	(767,251)	2,589,940
Total unrestricted funds	2,794,334	1,512,184	949,327	(767,251)	2,589,940
Total funds	3,967,751	20,101,625	18,254,036	-	5,815,340

Designated funds were fully applied in completing the Worksafe programme, which came to an end during the year.

The funds transfer of £767,251 (2021/22 £8,263) relates to a transfer of unrestricted funds to restricted funds to clear a net deficit balance in GambleAware restricted funds in respect of Clinical Services at the end of the three-year GambleAware funding agreements at 31 March 23.

Purpose of restricted funds

Clinical services

Our clinical services offer support and treatment to people with gambling problems and affected others. We deliver a range of treatment services directly, and also indirectly through a partner network across England, Scotland and Wales. These activities are funded by grant-making bodies and also through donations provided by operators and the general public.

Outreach services

Our outreach services deliver education, prevention and engagement activities to those at risk of gambling harms. These services include a national youth education programme as well as a women's outreach programme. Our activities aim to raise awareness of gambling issues, and also to facilitate access to support.

Safer Gambling Standards

The Safer Gambling Standard is a quality mark for gambling operators who adopt specific playing protection measures and safer gambling approaches. Our operator training is aimed at customer interaction to reduce or prevent gambling harms, and to facilitate wider access to support.

NOTE 15: COMMITMENTS UNDER OPERATING LEASES

GamCare is committed to future minimum payments under non-cancellable operating leases as follows:

	2023 Land and Buildings	2023 Other	2022 Land and Buildings	2022 Other
	£	£	£	£
Payments due within one year	-	7,341	73,014	13,155
Between 2 and 5 years	-	1,332	-	10,420
Total restricted funds	-	8,673	73,014	23,575

As at 31 March 2023, GamCare's former lease had expired and it had entered into a Tenancy At Will arrangement with its landlord. Accordingly, there was no lease commitment to be recognised at that date. In June 23, GamCare entered into a new lease arrangement.

NOTE 16: RELATED PARTY TRANSACTIONS

The Chair of the Board of Trustees received honorarium payments totalling £25,000 (2021/22: £34,285) in accordance with GamCare's Articles of Association. No other transactions with related parties were made during the year (2021/22: £0), other than in note 6.

NOTE 17: RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023 £	2022 £
Net movement in funds	1,847,589	1,045,460
Add back depreciation charge	17,670	39,750
Add back amortisation charge	18,764	18,010
Loss on the sale of fixed assets	842	-
Deduct interest income shown in investing activities	(35,072)	(1,650)
(Increase) in debtors	(1,252,194)	(502,548)
(Decrease) / increase in creditors	(1,452,493)	268,773
Net cash provided by (used in) operating activities	(854,894)	867,795



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